

DISTRIBUTION & WAREHOUSING

FORMERLY
TRANSFER & STORAGE

VOL. XXIII, No. 11

New York, N. Y.

November, 1923

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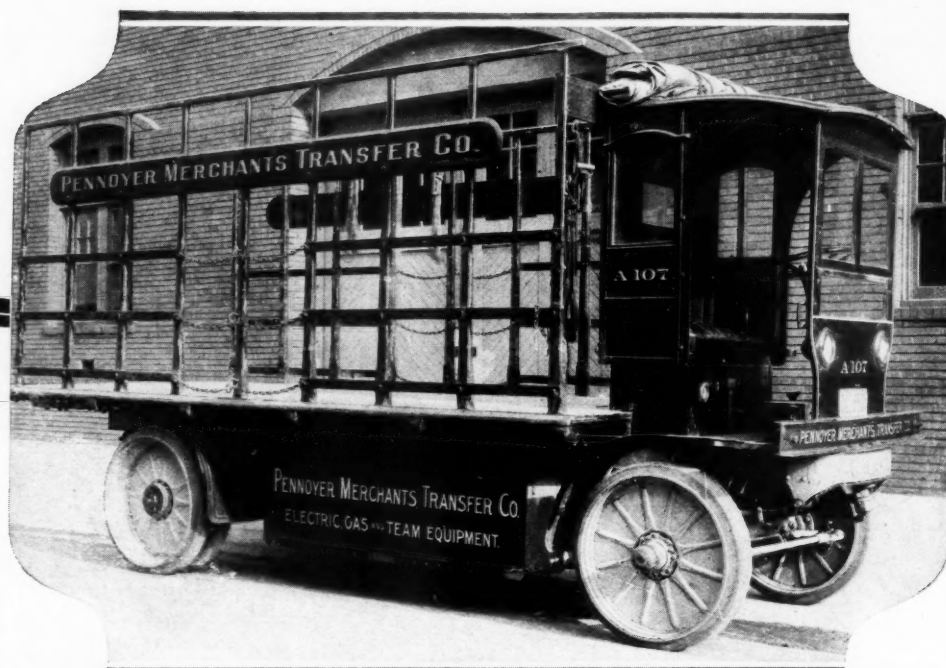
THE FEDERAL MOTOR TRUCK COMPANY
Detroit, Michigan.

Editorial Contents, Page

For Advertisers' Index, 120, 121, 122 and 123

Published Monthly, 1923

For Details of this Year under the new Standard System



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LOWEST TRUCKING COST ON CITY ROUTES

*"The customer
is always right"*

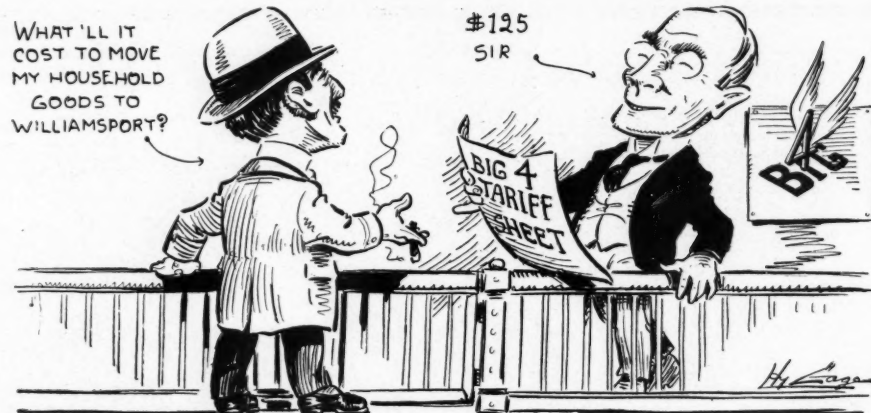


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Consult the Washington office for complete information concerning Big 4 representation.

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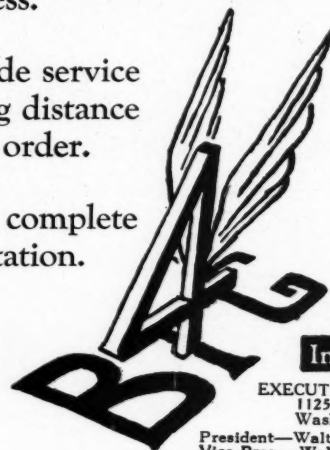
ATLANTIC CITY
Eldredge Express and Storage Warehouse Co.
BALTIMORE
Atlas Safe Deposit and Storage Co.
Baltimore Storage and Moving Co.
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Jarboe Brothers
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CONTENTS—NOVEMBER, 1923

ARTICLES

- How and Why the 1924 Warehouse Directory Will Build Business 7
Cutting Tire Distribution Cost. By William J. Buchanan 12
Economic Sphere of Motor Truck Is in Short Haul Zone 13
National Distributors to Discuss Their Warehousing Problems 14
"Services Required From Warehouses"..... 15
Is Your Stock Keeping System Error-Proof? By J. E. Bullard 17
How Truck Van Appearance Attracts Business. By P. L. Sniffin 22
Creating Public Confidence in Warehousing. By H. H. Dunn 24

DEPARTMENTS

- "Two Bits" (Vol. IV; No. 5)..... 21
Material Handling Forum. By M. W. Potts..... 27
From the Legal Viewpoint. By George F. Kaiser..... 30
What's What in New Buildings (LX and LXI)..... 32
With the Associations..... 34
New Buildings, Incorporations, Etc..... 42
Convention Calendar 45

NEWS

- WJZ Broadcasts Facts About Warehousing..... 11
Miller Will Operate Boston Army Base Pier..... 38
Annual Display Made of Electric Trucks..... 39
Knoxville Company Opens Its New Plant..... 39
Western Pacific Files Frisco Trap Car Rates..... 40
Robbers Loot Werner Safe Deposit Vault..... 40
Goodman Company Sold to Break Bulk Corp..... 41

- Index to General Advertisers.....120
Index to Shippers Index Advertisers.....121, 122, 123



Judson spares you all the worry in shipping household goods, automobiles and general merchandise.

When Judson handles your domestic or foreign shipments you are relieved of all the red tape and worry.

You get the full benefit of our 30 years' specialized experience in the transportation field.

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PHILADELPHIA 922 Drexel Building
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risks are covered*

Modern industry has so multiplied and complicated fire hazards, that only a fire protection engineer can determine precisely what kind of protection each factory and plant needs. *Today you can call on such specialists and get real security.*

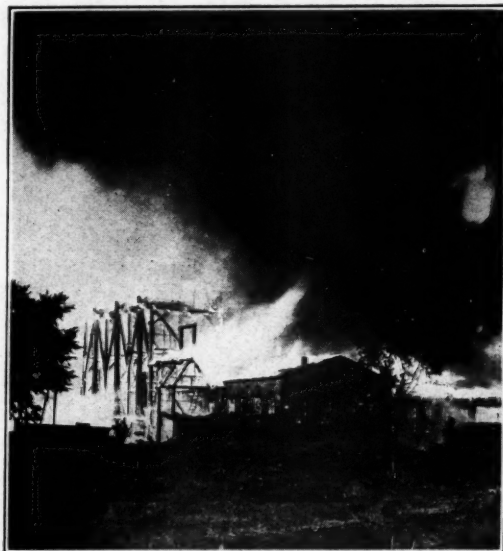
Because they have studied fire in all its aspects, the men who represent Foamite-Childs Corporation can provide against any fire outbreak with methods that positively minimize loss and damage. And because they are backed by a company that manufactures every type of chemical extinguishing device, these men are primarily interested, not in any one extinguisher or method, but in *each individual fire problem*. They are scientific advisers first; salesmen afterwards.

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Write for the free booklet, "The Essentials of Self-Protection Against Fire."



Brown Brothers

*Tremendous, total loss because they failed to apply
correct extinguishing methods when the flames were
still controllable.*

Fire-Protective methods and devices that Foamite-Childs engineers recommend, each in its place

FOR BURNING OIL, PAINT, CHEMICALS, and other "extra hazardous" risks, Foamite Protection is supremely effective. Foamite equipment throws over any burning surface a blanket of carbon dioxide gas bubbles (known as Firefoam) that smothers the fiercest fire. Available in portable hand extinguishers, portable engines, and large stationary systems.

FOR ELECTRICAL FIRES, the Fire-Gun is always efficient. Its non-conducting stream stifles combustion in live electrical equipment. Adopted as standard equipment by many leading railroads and public utilities. Widely used for protecting automobiles and trucks.

WHILE FOR ORDINARY RISKS, Foamite equipment is the best protection. Where Soda-and-acid apparatus is selected, Childs extinguishers and engines have been standard for 27 years.

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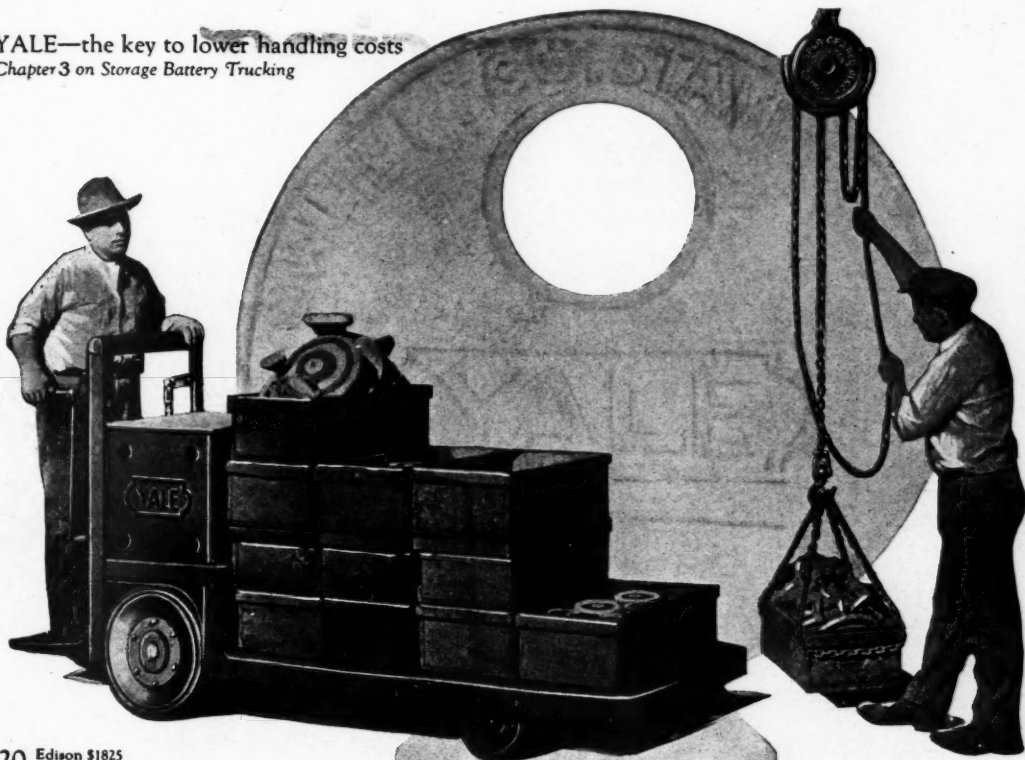
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684 Turner Street, Utica, N. Y.

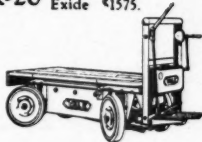
Foamite-Childs of Canada, Ltd., Toronto, Ont.

Engineering and Sales Representatives in the leading cities of all countries

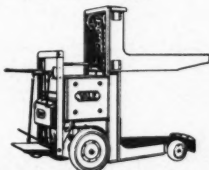
YALE—the key to lower handling costs
Chapter 3 on Storage Battery Trucking



K-20 Edison \$1825
Exide \$1575.



K-22 Edison \$2350
Exide \$2100.



K-23 Edison \$1825
Exide \$1575.



K-24 Edison \$1925
Exide \$1675.



All prices F.O.B. Works with
Edison or Exide Batteries

YALE— A Synonym for Mechanical Excellence

The "K" models of Yale Industrial Trucks are built with a thorough understanding of industrial needs supplemented by more than twenty years experience in the design and construction of storage battery vehicles.

These trucks have a minimum number of parts, grouped in major units and arranged for maximum accessibility. The majority of parts in the trucks of the K-series are interchangeable between models. Obvious operating economies are thus made possible.

Each part of these trucks—the frames, the control unit, the motor, the wheels, the brakes, the steering mechanism, etc.—has been designed according to the best engineering standards and subjected to the most severe practical tests. The result has been a series of industrial vehicles worthy of the name YALE.

Our engineers are at your disposal to analyze your material handling problem, give you definite recommendations for its solution and prove by actual demonstration, in your own plant, the practical results to be obtained by handling your product the Yale Way.

The Yale & Towne Manufacturing Co.

Makers of Yale Products: Locks, Door Closers and Material Handling Equipment

Stamford, Conn., U. S. A.

Yale Made is Yale Marked

MATERIAL HANDLING EQUIPMENT

for Vertical Travel
Yale Chain Blocks
Yale Electric Hoists

TRADE **YALE** MARK

for Horizontal Transfer
Yale Trucks & Tractors
Yale I-Beam Trolleys

Announcing The New U.S. Royal Cord



**B
TRUCK
S**

Tire

MADE with Web Cord — no cross tie-threads in the cord fabric. No weave — less internal friction. Cords webbed together with virgin rubber. A tire more elastic in its give and take — more enduring — more uniform.

The Royal Cord tread, altered scientifically just enough to meet the greater exactions of heavy work.

Black tread rubber extending to the bead on both sides. Massive side walls.

Built from Sprayed Rubber—the most uniform—the purest rubber ever used in tire manufacture.

The U. S. Royal Cord Bus-Truck Tire is a scientifically developed bus and truck tire constructed to give perfect pneumatic cushioning at any speed over all types of roads.

Made in all the standard truck sizes.

Ask the nearest U. S. Truck Tire Dealer.

United States Tires

United States  Rubber Company

DISTRIBUTION & WAREHOUSING

ENTERED AS SECOND CLASS MAT-
TER, JANUARY 29, 1916, AT THE POST

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PUBLISHED MONTHLY

OFFICE AT NEW YORK, NEW YORK,
UNDER THE ACT OF MARCH 3, 1879.

VOLUME 22

NEW YORK, NOVEMBER, 1923

No. 11

How and Why

The 1924 Warehouse Directory Will Build Business

*Shippers and Storage Executives Tell What This Annual
Reference Volume Means to the Industry. Every
Warehouse Company Owes It to Itself to Be
Represented with a STARRED Listing*

AS to why every public storage company should make certain that it has a STARRED listing in the 1924 Warehouse Directory reminds John R. Driver, president of the Pacific Coast Furniture Warehousemen's Association and secretary of the Students Transfer & Storage, Berkeley, Cal., of the fellow who wrote to Montgomery Ward for a safety razor as follows:

"Enclosed please find \$1 for which send to my address a safety razor."—*John Doe.*

"P. S.—I forgot to enclose the dollar."

All that was left for Montgomery Ward to do and all they did, according to Mr. Driver, was to write back:

"Enclosed find one safety razor as per your order recently received."—*Montgomery Ward.*

"P. S.—Forgot to enclose the razor."

"Now we," says Mr. Driver in a letter to *Distribution & Warehousing* enclosing the Students company's 1923 listing revised for the 1924 Warehouse Directory, "are the fellows who need the safety, and you are our 'Montgomery Ward,' and from that standpoint it is up to us to give you the information—let me say honest information—regarding ourselves, and you as distributors of that information can convert it into a real asset for us.

"We have passed the time when we live and work as individuals or even individual companies; our business extends all over the country, and we can expand only by co-operation with our craft, wherever they may be; our craft can hear of us only through publications such as yours, and if you are willing to give the space it seems to me that the least we can do is to give the information."

There is a small percentage of warehousemen who have not yet come to realize the value which comes to them from having STARRED listings in the annual Directory. Regarding these Mr. Driver says:

"It seems to me that warehousemen are standing in their own light by not giving you this information. You can only publish it by having the cooperation of every warehouseman; and they can make a standing with their fellow warehousemen only by sending this information. * * * I often look over the lists in the annual Directory; am glad to see the listings, and whether it be a large or small company it shows that there is at least a disposition to cooperate, and as a result he is 'on the map' and, in the eyes of his fellow warehousemen, 'true blue.'"

WHY every storage company should have a STARRED listing in the annual Directory is told by shippers and warehousemen in letters received by *Distribution & Warehousing*. Before quoting from these letters, just a word about the Directory itself:

The 1924 edition will be published as part of the January, 1924, issue of *Distribution & Warehousing*.

Every company which was STARRED in the current 1923 Directory, published last December, has received a copy of the 1923 listing and has been asked to revise it so that it will read as the company would like to have it read in the 1924 Directory. Companies making such returns will find their listings STARRED—thus: ★—in the new Directory.

Every company not STARRED in the current Directory

has received a 1924 Directory Information Sheet and has been asked to fill the sheet in and return it. Companies making such returns will receive STARRED listings in the new Directory.

Companies which do not make returns of any kind will be listed, but no STAR will appear after any such listing.

The Year-Round Book

THAT slogan—"It's the STARRED listing that gets the business!"—is no idle one. It is founded on fact. It is based on statements made to *Distribution & Warehousing* by leading national distributors who route their goods through public warehouses, and by storage executives themselves.

The Directory is a year-round reference volume constantly at the elbow of traffic manager and warehouseman. It is used repeatedly—in many instances exclusively—by shippers when seeking new points of distribution. Warehousemen who exchange shipments depend on the information contained in the STARRED listings.

That all this is true is asserted in letters to *Distribution & Warehousing* from shippers and storage executives.

Being true, it seems inconceivable that any public warehouse company, with an eye to the dollar and a desire to build business for itself, should be without the vision that ought to dictate enough common sense to wish to have a STARRED listing in the annual Warehouse Directory.

What Others Think!

PROBABLY the best way to convince warehouse companies that it is to their distinct advantage to have STARRED listings is to quote from some of the letters which have been coming in. A reading of these quotations must be impressive to every storage executive who has not yet decided in his own mind that it is worth his relatively small time and effort, plus two cents postage, to make certain that his listing is STARRED.

"A Common Meeting Ground"

THE CURTIS CORPORATION, Long Beach, Cal., distributes olives, olive oil, artichokes, sardine filets and numerous other American fancy groceries. It uses warehouses for distribution—and it uses the Warehouse Directory in selecting the points of that distribution. D. F. Harner, manager of the pool car department of The Curtis Corporation, writes:

"As users of warehouses in practically every city in the United States, we have come to feel that your Directory and the service rendered by your magazine are an integral part of our locating proper warehousing facilities.

"We are frank to admit that we consider your Directory, together with advertisements in subsequent issues of your magazine, the only first class reference source of locating warehouse service that we have yet discovered. We have used it exclusively for some time now, because we find it best serves our needs, especially in the consigning of many pooled cars of canned goods for distribution.

"The advertisements, especially, in the various issues of *Distribution & Warehousing*, are valuable to us, when they are informative, as most of them are. In consigning a pool car on short notice, we always check all the advertisements for that particular city carefully, provided that we have no established warehouse connection at that point.

"Summing up, *Distribution & Warehousing* seems more to us like a common meeting ground of warehouseman and shipper, or, an introduction to reliable warehouse facilities for the benefit of the shipper."



"Hitch Your Warehouse to a
STAR in 1924!"

Directory Promotes Friendships

THE Cleveland Furniture Warehousemen's Association tells what its members think of the Warehouse Directory in a letter signed by the president, O. L. Scott, president of the Scott Bros. Fireproof Storage Co.; the vice-president, C. J. Neal, treasurer of the Neal Fireproof Storage Co.; the secretary, W. H. Turner, secretary of the Lincoln Storage Co., and the treasurer, Thomas Heil, Jr., president of the Windermere Transfer & Moving Co. The letter reads:

"The members of our Association believe that every warehouseman in the country, whether he be affiliated with any of the Associations or not, owes it to himself, the public, and the industry at large to have his company listed in the 1924 Directory.

"Our members have learned from experience that it is not an unusual thing for customers to make inquiry as to whether there is a warehouse in a particular location where they are contemplating moving, and the only way the warehouseman of whom the inquiry is made can intelligently answer the question is by consulting the Directory.

"We feel that the time has arrived when, as warehousemen, we owe it to the public to be able to give any reasonable amount of in-

The STAR means that the information in the listing is up to date—prepared especially for the 1924 Directory.

It costs nothing to be listed, STARRED or not, in the annual Directory, but—

"It's the STARRED listing—

"That gets the business!"

formation, and this can be accomplished only by the hearty cooperation of all men in the industry.

"Furthermore, by giving a comprehensive listing, naming executive officers, etc., it has a tendency to enlarge personal acquaintance within the industry, which is bound to promote valuable friendships which might otherwise be lost."

"All the members of our Association are heartily in favor of your Directory, and we sincerely hope that no warehouseman in the United States will overlook being listed therein."

"Responsibility"

"KELLOGG'S" is widely known among warehousemen. The Kellogg Co., Battle Creek, Mich., distributes its cereal through public storage plants. Eugene Wallace, traffic manager, writes:

"We certainly look for *Distribution & Warehousing* every month and we use the Directory in locating our warehouses the same as we do the Official Guide in routing our shipments.

"We would not get along without the Directory, because we know that a warehouse listed in it is of good standing and are responsible people to handle our business. It certainly is a very wonderful publication of its kind."

A "Privilege" to Be Listed

E. B. GOULD, a vice-president of the National Furniture Warehousemen's Association and secretary of the Pioneer Warehouse Co., San Diego, Cal., writes when returning his company's revised listing:

"We very much appreciate the privilege of being listed in your Warehouse Directory and feel that it is of considerable importance to every warehouse to have this listing, and you are offering a service to the warehouse industry, as well as to the shipper, that cannot be paid for in dollars and cents. Were this work to be made up by a concern who conceived the bright idea of publishing a directory it would cost many times the cost that it does now to your company for distribution, to say nothing of the cost to the individual warehouseman to advertise his business.

"We have been for some time looking for a similar service in connection with a light package delivery business that we operate, but have not been able to secure any listing where we thought we would be getting as much direct benefit as we now get from your Directory. I am sure that we appreciate the opportunity that you offer us in placing our name before the shippers, and we believe that every warehouseman in the coun-

Build Next Year's Business—STAR Your Listing in the

1924 Warehouse Directory

ALABAMA

ANNISTON

Nixon Transfer & Coal Co.★ 28 W. 10th. Partnership C. W. Nixon & John W. Mallory, Jr. Est 1915. Investment \$60,000. Whse: (MDSE & HHG) 10th & SouRy tracks, 7,707 sq. ft., brick, concrete floors; priv. siding. L&N—SouRy. Dist. Mdse & Hhg pool cars. City & interurban delivery of Mdse. Transfers Hhg. Stores agri. imp. Hhg. Motor truck & team service. Assoc: NFWA.

BIRMINGHAM

Birmingham Transfer Traffic Co., 2131 Ave C. Est 1907. (MDSE & HHG).

Charles' Transfer Co.★ 2111 ave. E. C. C. Fleming. Pres. & Mgr. C. C. Fleming, Jr. Sec. & Treas. Est 1899. Inc. Investment \$33,000. Whse: (HHG & MDSE), 2111 Ave. E. 60,000 sq. ft., semi-fireproof; priv. siding. Frisco. Dist. Mdse & Hhg pool cars. City & interurban delivery of Mdse & Hhg. Stores agri. imp. Transfers Hhg. Mdse. Motor truck & team service.

Goodman Transfer & Warehouse Co.★ 1 & 3 S. 20th. H. C. Goodman. Pres. W. A. Smith. Sec. & Treas. Est 1919. Inc. Whses: (HHG) 726 3d ave., N. 28,000 sq. ft. (HHG) 800 3d ave., N. 42,000 sq. ft., mill, semi-fireproof. (HHG) above address, 21,000 sq. ft. (MDSE) brick. Dist. Mdse & Hhg pool cars. City & interurban delivery of Mdse. Transfers Hhg. Motor truck & team service. Assoc: NFWA.

Harris Transfer & Warehouse Co.★ 26 No. 19th. George C. Harris. Pres. Mgr. & Oper. Exec. J. J. Cowan. Sec. & Treas. Est 1880. Inc. Investment \$275,000. SE. Whses: (MDSE), Ave. C & 22nd, 19,600 sq. ft.; priv. siding. Belt switching lines. (MDSE & HHG), 2131 Ave F, 40,000 sq. ft.; priv. siding. Belt switching lines. (MDSE & HHG), 612 So. 22nd, 56,000 sq. ft., fireproof. Dist. Mdse & Hhg pool cars. City & interurban delivery of Mdse. Transfers Hhg. Stores agri. imp. Motor truck & team service. Mb. DSInc. AWA NFWA.

Hess-Strickland Transfer & Storage Co.★ 1700 Ave. B. E. Pres. & Mgr. H. E. Strickland. Sec. C. W. Strickland. Oper. Exec. Est 1917. Investment \$60,000. Whses: (MDSE) address, 20,000 sq. ft., semi-fireproof; priv. siding. 1721 1st ave., 12,000 sq. ft., semi-fireproof; priv. siding. Hhg & Mdse pool cars. City & interurban delivery of Mdse. Transfers Hhg. Motor truck & team service.

Est 1905. Inc. Investment \$800,000. USWAB SB PB Whses: No. 1 (MDSE & COTTON) 97,000 sq. ft., hollow tile & concrete, sprinklered; priv. siding, all RRs entering city. No. 2 (COTTON & MDSE) 40,000 sq. ft., hollow tile & concrete, sprinklered, priv. siding, all RRs entering city. Dist. Mdse pool cars. City & interurban delivery of Mdse. Stores agri. imp. Cotton. Motor truck service. Mb. ACW. Assoc: AWA (See listing under Mobile.)

Wittichen Coal & Transfer Co.★ 12 So. 20th. C. F. Wittichen. Pres. & Mgr. J. Carl Rowe. Sec. & Treas. S. J. Watt. Gen. Supt. Est 1913. Inc. Investment \$120,000. SB PB Whses: (MDSE & HHG) above address, 18,000 sq. ft., mill constructed; priv. siding SouRy. (MACHINERY, ETC.) Avenue C & 16th, 9,000 sq. ft., mill constructed; priv. siding BirmBelt. Dist. Mdse & Hhg pool cars. City & interurban delivery of Mdse. Transfers Hhg. Stores agri. imp. Mdse. Motor truck & team service. Assoc: JCT&S.

DECATUR

Twin City Transfer Co.★ 120 W. Church. C. B. Elliott. Mgr. Geo. F. Wallace. Assistant Mgr. Est 1903. Investment \$7,000. Whses: (MDSE), 102 Bank; priv. siding. SouRy—L&N. (MDSE), 220 W. Vine; priv. siding. SouRy—L&N. Dist. Mdse & Hhg pool cars. City delivery of Mdse. Transfers Hhg. Stores agri. imp. Team service.

FORT PAYNE

Fort Payne Warehouse Co. Est 1920. (MDSE).

HUNTSVILLE

Huntsville Transfer & Bldg. Material Co. Est 1907. Investment \$30,000. Whses: 313 Holmes, 10,000 sq. ft. Dist. Mdse. City & interurban delivery of Mdse. Motor truck & team service.

THE warehouse companies listed above, whose names are followed by stars, furnished revised information regarding themselves for the Annual Warehouse Directory. Those who are not starred, did not do so. Your name will be starred and complete information will be given regarding your facilities, location and other advantages, in the 1924 Warehouse Directory if you return the necessary information.

It pays well to be well represented. The Directory will be used throughout the coming year by prospective users of warehouse facilities who are possible new customers for you.

try ought to acknowledge the service which you are rendering the industry."

Selecting New Points

The value of the Directory to the Minute Tapioca Co., Orange, Mass., is set forth in the following from the company's traffic manager, H. B. Kidder:

"We refer to the Warehouse Directory whenever we decide to make a change in warehouses in any of the twenty points where we carry warehouse stock. Also when we decide to store at a new point, and only the warehouses listed with facilities that we think meet our requirements are written to for rates, etc."

"Used Almost Daily"

WHEN the Central Storage Co., Kansas City, returned its revised listing, W. A. Sammis, the company's secretary and manager, wrote:

"We take this occasion to express our appreciation of the Warehouse Directory. It is used almost daily by ourselves for our

own use and the use of our customers. It is a fine idea, and the warehouse industry is indebted to you."

Reliability

C. V. WAKE, traffic manager of The C. Hoosier Manufacturing Co., New Castle, Ind., which distributes kitchen cabinets through public warehouses, stresses "reliability" in a letter from which the following is taken:

"We take pleasure in advising you that we rely entirely upon this Directory to secure information as to warehouses in various cities. We have always found the Directory very reliable and have every reason to feel that the 1924 Directory will be still better if possible."

Benefits Derived

IN a letter sent with his advertising for publication in *Distribution & Warehousing*, L. E. McKnight, traffic manager of the Memphis Terminal Corporation, Memphis Tenn., volunteers this:

"It gives me great pleasure to say that we have had many in-

quiries regarding storage in our warehouses from patrons of yours, and the writer also derives many benefits from this book and looks forward to its repetition."

"Only Directory We Carry"

THE Aunt Jemima Mills Co., which distributes cereals through public warehouses, uses the Directory and emphasizes that the warehousemen's listings ought to be complete. H. W. Tilden, traffic manager, writes:

"The writer understands that you are now working on your 1924 Warehouse Directory.

"We shall be glad to have a new up-to-date copy and we hope that you will make every effort to have it complete, as it is now the only warehouse directory that we carry in this office, and any warehouse which we have under consideration we check in this Directory. When we wish to select a warehouse in some town where we have not previously stored goods, we select a warehouse from those you have listed; therefore, our desire is that it should be complete.

"We feel that you are entitled to congratulations, however, on publishing the only complete directory that the writer has ever used."

"Particularly Beneficial"

THE Carnation Milk Products Co., Oconomowoc, Wis., carries warehouse stocks in all parts of the country. What the Directory means to the Carnation company is told by E. S. De Pass, traffic manager:

"I understand you are preparing a Warehouse Directory for 1924, to be published in the January issue of *Distribution & Warehousing*. We are carrying warehouse stocks at the principal points in each section throughout the country and, as we have found your Warehouse Directory exceedingly valuable in enabling us to negotiate with warehouses for handling these stocks, will request that you kindly continue our subscription to your magazine for another year.

"*Distribution & Warehousing* is not only interesting as well as instructive in other respects, but we find the Directory particularly beneficial as stated."

Directory Builds Business

THAT being properly listed in the Directory brings the warehouseman business is shown by the following, quoted from a letter from L. G. Myers, vice-president and manager of the Suffolk Storage Warehouse Co., Boston:

"We find your Warehouse Directory of much value, particularly when shipping to a city that is not represented in the warehouse Associations.

"We cannot mention one case in which the information has not been correct and we have been able to place much business in the way of warehousemen so listed and not members of the Associations.

"We should feel very much disappointed if our name was not included in your list."

Using Directory "First Step"

WHY and how the Directory appeals to shippers is told by John J. Sinnott, who handles warehouse accounts as traffic manager for the F. F. Dalley Company, Inc., manufacturers of the "2 in 1" shoe polishes, of Hamilton, Can. Mr. Sinnott writes:

"We make constant use of your Warehouse Directory and we find it of great value. When we have occasion to make a pool car shipment to any point the first step we take is to refer to your Directory and find out the names and facilities of the principal warehouses or distributing companies at that point and also we look for their advertising if such appears in the Directory. We then get in touch with the concerns who, judging from the information given in the listings, are best prepared to take care of our requirements. The same procedure is followed when we have occasion to open a new permanent warehouse at any point."

A Necessary Book

LUX and Rinso and Pear's soap and Life Buoy soap are some of the products distributed through warehouses by the Lever Brothers Company, Cambridge, Mass. L. D. Snow, traffic manager, uses the Warehouse Directory when choosing distribution points. Quoting Mr. Snow:

"By far the greater portion of the service is chosen from the items in your Directory. Special matters requiring warehouse service invariably come up without notice and the proper warehouse to handle the business has to be chosen on the spot. Without the Directory I do not know just what we would do."

Getting Share of Business

HOW representation in the directory builds business is testified to by H. H. Halverson, secretary of the Boyd Transfer & Storage Co., Minneapolis, as follows:

"We consider that the trade journal of our industry is *Distribution & Warehousing*. Hence when one issue of this magazine is given over to a directory of our industry we consider it of great value.

"Many other storage companies have occasion to ship lots of household goods to Minneapolis. Our advertisement and our listing in this directory assures us that those companies will know who we are so that we may get our share of the business forwarded to the city. The reverse is true and by means of a directory we are able to choose the reliable concerns in different parts of the country to whom to consign shipments from Minneapolis.

"We are also engaged in the storage of merchandise to some extent and are perfectly certain that those storers who have occasion to read *Distribution & Warehousing* will appreciate a directory such as yours to locate responsible warehousemen.

"In the same connection let us compliment you on the high class magazine you are getting out. It is a credit to you and a credit to the industry."

Other Comments

ALL through the year, and not alone in advance of the appearance of the Directory, *Distribution & Warehousing* is sent such expressions of opinion as the foregoing. Here are further comments, received recently:

"We are using the Directory to locate distributors for pool car shipments and not for storage, as we are unable to fill orders for immediate shipment at the present time. It is easier to find distributors than it is to find the directory for each city at the publishers."—Charles E. Butman, Traffic Manager, New England Confectionery Co., Boston.

"I cannot imagine a warehouseman, no matter what branch, manifesting an indifference toward a listing in your Directory.

"We have been using your publication for years, and until such associations as the American and the National Furniture Warehouse-

men's Association published an up-to-date list of their members, it was the only Directory we could refer to with any satisfaction.

"We feel that discontinuance of the publication of your Directory would be a great loss to our industry, and we cannot too strongly emphasize the value of proper listing on the part of each and every warehouseman, no matter what branch he may be in.

"I congratulate you on the fairness with which you are conducting your work and wish you continued success."—Buell G. Miller, President and Treasurer, Miller North Broad Storage Co., Philadelphia.

"We are constantly using the annual Directory for the purpose of seeking those warehouses that have the best facilities for handling a commodity like ours.

"Since ours is a typical merchandise item, it is particularly convenient to us to recognize those warehouses that carry merchandise in addition to dead storage.

"Warehouses are continually going into and out of business and it is, of course, necessary for us to keep posted on a matter of such vital importance, since we distribute our products almost wholly through such channels."—W. H. Thompson, The Procter & Gamble Distributing Co., Cincinnati.

"We have been advertisers and readers of this magazine and wish to compliment you on putting out such a complete Directory and interesting and helpful magazine."—M. T. Sullivan, Secretary, Syracuse Furniture & Forwarding Co., Inc., Syracuse, N. Y.

"The Warehouse Directory is of great value to us in our storage department and we, as users of storage space, refer to your Directory very frequently in order to get in touch with warehouses in certain cities, and in our opinion a directory of this kind is really indispensable to any properly conducted department having charge of storage matters."—J. M. McFarlane, The J. B. Ford Company, Wyandotte, Mich.

"We would very much regret to be overlooked in this very valuable listing. During the rush season we had occasion to refer to the Directory daily, and in answer to a recent letter from the chairman of the membership committee of the State Association asking me for a list of warehousemen in Missouri who were non-members of our association, it was my pleasure to refer him to the Directory issue of *Distribution & Warehousing*."—D. P. Bray, President, Monarch Transfer & Storage Co., Kansas City, and President, Missouri Warehousemen's Association.

"We use your Directory in securing the names of certain warehouses with whom to establish storage facilities. The list is quite complete and we have no difficulty on that account."—H. B. Gampher, Office and Credit Manager, Dr. Miles Medical Company, Elkhart, Ind.

"In all live, growing cities there is a demand for warehouse service, as well as trucking service, due to the fact that folks are coming in

from all over the United States. These people are intensely interested in having someone who is strictly reliable to handle their goods and they take various means of securing this information.

"One of the most logical ways to obtain the information is from a magazine such as yours. Therefore the listing which is complete and correct tells the customer whether a concern is reliable and has the proper equipment to serve them properly and efficiently, and it would seem to the writer that this one reason is so great that no warehouseman can afford to miss an opportunity of this kind."—*H. H. Hardy, General Manager, Fireproof Storage & Transfer Co., Lansing, Mich., and Secretary, Michigan Furniture Warehousemen's Association.*

"We consider the Directory issue of *Distribution & Warehousing* one of the best pieces of office equipment we have. It is often consulted for information we cannot get from any other source of publication, as it gives all cities with the names of the firms where the service of transfer, storage or moving can be obtained. Who they are and what they are doing, whether members of any organization or not.

"As a matter of personal interest we would be glad to see every firm in the country properly listed in this Directory, and it is our candid opinion that if those who have not sent in this information would give it a serious thought they would do so at once. We hope that you may secure the names of all firms worthy of being listed."—*T. F. Cathcart, President, Cathcart Van & Storage Co., Atlanta.*

"We find a place on our desk for the continual use of your directory throughout the year. We have always gladly listed our company in your directory number with 'down-to-the-minute' information, and we deem it of great value to all of the warehousemen to do so, for the reason that your publication is the only independent publication devoted to our industry, which is gradually and surely taking its place among other important industries in the country. This being true, we realize that your paper is being more widely read from year to year by manufacturers interested in our industry, and we deem listing with you of supreme importance."—*W. I. Ford, President, Inter-State Forwarding Co., Dallas, Tex.*

"We really consider the informa-

tion compiled for your directory as accurate and as valuable, as far as warehouses go, as we consider Dun and Bradstreet as to merchants. The additional information as to descriptions of buildings, equipment, siding facilities, is very valuable.

"We would not think of making a new warehouse connection without first consulting your directory and it is often the case that the one we select from your information as being the first choice is the one that we finally decide on after further investigation."—*C. G. Yates, Traffic Manager, Vick Chemical Co., Greensboro, N. C.*

IN the foregoing are letters from twelve national distributors, nine storage executives and one furniture warehousemen's association. What they write would seem to furnish ample testimony as to why being represented with a STARRED listing, in the 1924 Warehouse Directory will be worth while for every public warehouse company in the United States and Canada.

Return, now, your revised 1923 listing or the Information Sheet sent you. Be STARRED in the new Directory.

"It's the STARRED listing that gets the business!"

WJZ Broadcasts Facts About Warehousing

ENTER warehousing into the field of commercial topics broadcast by radio. The second of a series of business issues which WJZ, a Westinghouse station in New York City, has been sending out under the auspices of the New York Board of Trade and Transportation, was prepared by W. Clive Crosby, president of the Warehousemen's Association of the Port of New York and presi-

dent of the Fidelity Warehouse Co., New York.

Many storage executives outside of New York City have relatively little comprehension of the various names and types of merchandise warehouses in the metropolitan district, and the public knows even less about them. For the information of warehousing, part of Mr. Crosby's radio talk is here set down:

"ONE of the most interesting businesses connected with freight handling and terminal facilities is the warehousing business. This can be classified as 'bonded,' 'free,' 'waterfront,' 'inland,' and 'tea' warehousing. Warehousing is, or should be, considered as the 'banking of general merchandise' but it is one of the surprising features of business in this city that merchants, while exceptionally heedful of the responsibility and integrity of the banks they do business with, will unhesitatingly put their merchandise in warehouses of various standards of integrity and permanency. Very often, when removing their merchandise, they find themselves unable to get delivery.

"Bonded" warehousing means that the warehouse is bonded with the United States Government and stores merchandise on which the duty has not been paid—a decided aid in financing imports. Duties on merchandise in bonded stores can be paid as the goods are sold, and this does not require the full amount of duty on entry.

"The warehouseman doing bonded business undertakes and gives bonds to

the Government that he will not deliver without authority from the United States Government. When a merchant was cautioned about his relations with a questionable warehouse his reply was 'He is all right—he is bonded.' His impression was that he had given bonds to someone, thereby insuring his integrity to those who did business with him.

"Free" warehouses means that the merchandise handled therein is either free from duty, or that the duty has been paid, or that it is of domestic or home production. 'Free' does not mean free storage.

"Waterfront" means that the warehouse is situated on the water, where lighters and like craft can deliver freight to the warehouse or receive it from the warehouse without extra cost of handling or transportation.

"What is called 'inland' storage is the ordinary big building devoted to the storage of package freight, usually not with railroad siding, and, under present conditions, usually a fireproof building located on the lower West Side, convenient and handy to specific centers of trade, such as dry goods, laces, embroid-

eries, gloves, silks, toys, notions, etc.

"The 'tea' warehouse, again, is different. Tea, properly handled, should not be stored with general merchandise or with merchandise that has any odor. For instance, it is bad to store tea with coffee. Tea absorbs odors; it is quickly affected by atmospheric conditions. A 'tea' warehouse is where consignments of tea are ordered to be stored by the United States Government for the purpose of arranging marks, numbers, grades, etc., called ('chopping'), following which classification work the Government sends its inspectors to take samples. The United States Government each year adopts a standard of sample for various teas and all teas imported from that season's crop must come up to the Government's standard or be condemned and excluded.

"The deminating character of merchandise stored on Manhattan is somewhat different from that stored on waterfronts of Jersey, Brooklyn or Staten Island. For instance, coffee, cocoa, sugar, spices, seeds, rice, canned goods or so-called bulk quantity goods

(Concluded on page 41)

PUBLIC VS. PRIVATE WAREHOUSE SERVICE IN TIRE DISTRIBUTION

THE article on these two pages supplements the one by Mr. Buchanan—"How Warehousing Helps Reduce Cost of Tire Distribution"—which was published in the September issue of *Distribution & Warehousing*.

The earlier text offered some sales arguments for the public storage executive to use in going after a comparatively new line of business: storage and distribution of some of the \$800,000,000 worth of tires produced in this country this year.

At the time of writing the September article Mr. Buchanan did not have available any comparative figures showing how the tire manufacturers could distribute more economically through public warehouses than through their own private branch plants.

Such figures he has since developed, and they are here offered to the storage industry. They show that under certain conditions it is possible for the tire manufacturer to cut his distribution cost by taking advantage of public warehouse service.

Cutting Tire Distribution Cost

*An Analysis of the Manufacturer's Expense Dollar, Showing
There Is Economy in the Use of the Public Storage Plant*

By WILLIAM J. BUCHANAN,
Traffic Manager, Griswold & Walker, Inc., Chicago

ANALYSIS of distribution costs must take into consideration the fact that the various items of distribution expense are divided into two general classes:

First, the productive expense, such as sales and advertising expense.

Second, the non-productive expense necessary to complete the transactions initiated by the productive expense.

The measure of efficiency for the productive expense dollar is, of course, the extent to which it produces. Any extravagance or lack of efficiency is readily disclosed by a simple comparison of expense with the volume of business produced.

It is among the non-productive items of expense, therefore, that we must seek the extravagance or inefficiency that contributes to an excessive distribution cost.

In view of this conclusion, the following analysis of the Chicago branch distribution cost of one of the large tire manufacturers should prove interesting to other manufacturers.

The cost-units developed by this analysis would not be enlightening, for, if applied to any other volume than that covered by the analysis, an erroneous result would no doubt be produced.

It is both interesting and illuminating, however, to note how the non-productive distribution expense dollar is divided between the various items of expense which go to make up that portion of distribution cost.

DEALING first with deliveries to dealers in the City of Chicago, we find that each dollar of non-productive expense is divided as follows:

Rent, heat, light and taxes.....	21.47 cents
Supervision, clerical expense, etc.....	19.59
Handling and shipping expense.....	14.88
Inbound cartage.....	9.79
City deliveries (cartage).....	34.27
	<hr/> \$1.00

Each non-productive dollar spent for country shipments divides as follows:

Rent, heat, light and taxes.....	22.05 cents
Supervision, clerical expense, etc.....	20.12
Handling and shipping expense.....	15.29
Inbound cartage.....	10.06
Cartage to depots.....	32.48
	<hr/> \$1.00

A PROMINENT Chicago warehouseman submitted to this manufacturer a proposition whereby he could maintain his present organization but rent space in the warehouse in order to obtain the advantage of track facilities and trap car service.

The dollar now spent for city deliveries would be reduced, under the warehouse proposition, to 82 cents, divided as follows:

Rent, heat, light and taxes.....	9.27 cents
Supervision, clerical expense, etc.....	19.62
Handling and shipping expense.....	18.84
Inbound cartage.....	0
City deliveries (cartage).....	34.27
	<hr/> 82 cents

The dollar now spent for country shipments would be reduced to 55 cents, divided as follows:

Rent, heat, light and taxes.....	9.50 cents
Supervision, clerical expense, etc.....	20.13
Handling and shipping expense.....	19.33
Inbound cartage.....	0
Outbound cartage to depots.....	6.04
	<hr/> 55 cents

UNDER an arrangement whereby the warehouse would perform all of the distribution service, the present city delivery cost of \$1 would be reduced to 80 cents, divided as follows:

Rent, light, heat and taxes.....	13.79 cents
Supervision, clerical expense, etc.....	7.10
Handling and shipping expense.....	19.70
Inbound cartage.....	0
City deliveries (cartage).....	39.41
	<hr/> 80 cents

The dollar now spent for shipments to country dealers would be reduced to 47½ cents, divided as follows:

Rent, heat, light and taxes.....	14.09 cents
Supervision, clerical expense, etc.....	7.25
Handling and shipping expense.....	20.12
Inbound cartage	0
Outbound cartage to depots.....	6.04
	47.5 cents

To facilitate comparison, we will tabulate these figures in parallel columns:

	Private Warehouse Operation	Public Warehouse Operation	Complete Warehouse Service
<i>City Deliveries</i>			
Rent, heat, light and taxes.....	21.47 cents	9.27 cents	13.79 cents
Supervision, clerical expense, etc..	19.59	19.62	7.10
Handling and shipping expense..	14.88	18.84	19.70
Inbound cartage	9.79	0	0
City delivery	34.27	34.27	39.41
	\$1.00	82 cents	80 cents
<i>Country Shipments</i>			
Rent, heat, light and taxes.....	22.05 cents	9.50 cents	14.09 cents
Supervision, clerical expense, etc..	20.12	20.13	7.25
Handling and shipping expense..	15.29	19.33	20.12
Inbound cartage	10.06	0	0
Outbound cartage to depots.....	32.48	6.04	6.04
	\$1.00	55 cents	47.5 cents

IN the private warehouse, space is determined by the four walls which inclose it, and the rental is a fixed charge over a definite period regardless of the volume of business.

Rented space in the public warehouse is determined by

initial requirements, but, like the private warehouse, is a fixed charge over a period without regard for volume of business. The charge for this item under warehouse service is based on unit prices which do not vary with volume.

Warehouse service effects a material reduction in the expense for Supervision and Clerical Work for the reason that a substantial part of this expense is included in the charge for storage and handling.

The cost shown in the Private Warehouse column is the out-of-pocket cost and includes no overhead or profit.

On the other hand, this item in the two Public Warehouse columns includes proper items of overhead and a reasonable amount of profit.

Inbound Cartage is eliminated entirely by the use of switching service.

The reduction in Outbound Cartage is effected by the use of trap cars instead of trucks in making deliveries to depots.

The higher cost shown for warehouse cartage is due to the fact that proper items of overhead are included and a reasonable profit is added.

It is not claimed that this analysis is representative of all tire distribution, but it is offered as evidence of the possibility of effecting substantial reductions in distribution costs by the use of public warehouse service.

"Economic Sphere of Motor Truck Is Primarily in Short Haul Zone"

"TWO-THIRDS of the total net tons of commodities transported over the Connecticut highways were moved less than thirty miles," Dr. J. G. McKay, U. S. Bureau of Roads, said in an address at the highway session of the American Society of Civil Engineers at Richmond, Va., in October.

"This movement," he continued, "can be called the short haul zone. The balance of the tonnage transported by motor trucks, 32.6 per cent, moved 30 miles or

more and is partially competitive with rail or water transportation.

"The analysis of motor truck transportation during the spring months of 1923 indicate that the proportion of the tonnage transported by motor trucks beyond 30 miles is reducing in the New England territory, indicating that the economic sphere of the motor truck is primarily in the short haul zone."

Carrying out these thoughts, Dr. McKay said in part:

"THE importance of motor truck transportation as an integral part of our national transportation system is growing in significance and I am venturing here to set forth in the order of their importance a brief preliminary statement of the four main fields of motor truck transportation:

"1. Organized urban motor truck transportation in congested terminal areas consisting of motor truck terminal to terminal freight transfers as well as pick up to delivery service. This can be illustrated by the operation of the U. S. Trucking Company in New York City in cooperation with the Erie Railroad in the transfer of freight from the Erie-New Jersey terminal to New York City for delivery. Carefully organized and efficiently operated motor trucking companies, assured of rail and steamship cooperation, will materially speed up terminal freight movement, decrease the volume of freight warehoused, reduce the cost of moving freight through terminals and expedite the rail delivery time of l.c.l. freight.

"2. The organization of motor truck freight service to supplement and extend

existing rail and water transportation agencies. The development of motor transportation companies in areas inadequately served with rail or water transportation offers an enormous possibility for the economic extension of highway transportation. This type of service is especially desirable in the development of new areas or localities with insufficient transportation facilities and will make available additional tonnage for movement by rail or water. This is a non-competitive service extending and supplementing existing rail and water agencies.

"3. The short haul transportation of freight probably not to exceed thirty miles. The freight transported by motor trucks in the short haul zone is largely a non-competitive assembly and distribution of commodities. The differences in the density of population in different areas, the distances between cities and areas of production and distribution, the prevailing type of production and the type of rail or water transportation available may decrease or increase the above zone of the short haul.

"4. Motor truck transportation of a

limited number of special commodities in the long haul zone in which delivery time, the character of the goods transported or the demands of the industry or trade indicate the desirability of motor truck transportation. This type of freight is but a small percentage of the total net tonnage transported over the highways.

"One of the outstanding developments of the present era of motor truck transportation in New England is the sharp competition existing between interurban motor truck operators. They do not operate on the basis of published tariffs, since rates fluctuate rapidly, largely due to the under-bidding of small motor truck organizations and irregular operators. There is a lack of uniformity in rate-making. Rail rates, mileage, tonnage available, what the traffic will bear, contract, bid business and the probability of return loads are the determining factors in rate making.

"Combined motor truck and boat and motor truck and rail l.c.l. transportation is developing in the New England territory. The Starin New Haven boat line transports freight from Connecticut in-

(Concluded on page 39)

National Distributors to Discuss Their Warehousing Problems

*Overages and Shortages—Selection of Storage Plants—
Simplification of Forms and Practices—Uniformity of
Methods of Charging—Taxation of Shippers’
Stocks—These Are Some of the Subjects on
Program of December Convention to
Be Held in Chicago*

THE fourth annual convention of the National Distributors' Association, comprising traffic and sales representatives of manufacturing companies which route their goods through public merchandise warehouses, will be held in Chicago probably some time in December. This was decided upon at a meeting of the association's directors in Chicago early in October.

The exact dates have yet to be designated, and will be announced in the November issue of *Distribution & Warehousing*. The dates were purposely left open in the expectation that the American Warehousemen's Association would convene in December, the thought being to have the N. D. A. meeting held on the Monday and Tuesday immediately following the week of the A. W. A. convention. Subsequent to the meeting of the N. D. A. directors, however, the A. W. A. has decided to convene in Galveston late in January.

FROM the headquarters office of the association a questionnaire is being sent to the members by R. O. Eastman, managing director, asking for suggestions as to subjects they would like to have discussed on the floor of the coming convention. Some of the topics were decided on at the directors' meeting, and include the following:

1. Overages and shortages of shippers' good in warehouses. This subject has been considered at all of the previous N. D. A. conventions but is one in which

nothing like uniformity, desired by the shippers, has been reached.

2. Cooperation with the American Railway Association in matters of common interest.

3. "How Do You Choose Your Warehouse?"

4. Simplification of Forms and Methods. Under this subject would be covered the work of the simplification committee of the American Warehousemen's Association in cooperation with the Department of Commerce and the Domestic Distri-

The scope of the activities of the National Distributors' Association was broadened at the directors' meeting in October. Heretofore, only shippers distributing through public warehouses were admitted to active membership, and there was an associate membership class to which were admitted various distribution companies interested in the N. D. A.'s problems.

Under action taken at the directors' meeting, the associate membership class was abolished and it was voted to admit all manufacturing companies distributing through both private and public warehouses. This action was taken on the theory that by taking in companies which now operate only branch warehouses of their own, the executives of such firms would be educated to the economies of the use of the public storage plant. This would serve the double purpose of building the N. D. A. membership and in time creating new business for the warehouse industry.

bution Department of the Chamber of Commerce of the United States. Alton H. Greeley, chairman of the committee, is expected to address the convention and explain how the shippers will be called into conference next year by the Department of Commerce and how the simplified forms and methods will benefit both the national distributors and the warehousemen.

5. Uniformity of warehousemen's methods of charging; variety of charges assessed. This subject imputes no effort

GENERAL INVITATION TO SHIPPERS

ALL manufacturing companies in the United States and Canada who are interested in problems arising out of the distribution of their goods through warehouses are invited to send representatives to attend the fourth annual convention of the National Distributors' Association at Chicago in December.

The dates of the meeting, and the hotel where the convention will be held, will be announced in the November issue of *Distribution & Warehousing*.

A few of the major subjects to be discussed are set down in the accompanying article. There will be others, based on the desires of shippers.

The N. D. A. is the *only* association which pays *exclusive* attention to traffic and sales department problems involved in distribution of goods through warehouses. Its directors issue a cordial convention bid to shippers interested in such problems. Chicago is perhaps the greatest distribution center in

America and for that reason was selected as the meeting place.

Although relatively a young organization, the N. D. A. comprises manufacturing companies nationally known. Its members in the aggregate handle nearly 1600 public warehouse accounts.

Shippers interested in this coming convention should communicate with the association's managing director, R. O. Eastman, 7016 Euclid Avenue, Cleveland, Ohio.

on the part of the shippers to get lower rates but covers methods only.

6. Taxation of shippers' stocks in public warehouses.

7. Amendments to by-laws. These will include one to the effect that a permanent executive committee be created, to comprise the president, the secretary and the managing director. At the directors' meeting, a temporary committee of this character was created to handle routine affairs meanwhile, and to work out the convention program. Under another sug-

gested amendment, to be voted on by mail in advance of the convention, "nominations of executive officers shall be limited to members present at the meeting or who shall have given their written consent to such nominations."

Directors who attended the October meeting are the president, John Simon, manager branch distribution, Keystone Steel & Wire Co., Peoria, Ill.; the managing director, R. O. Eastman, Cleveland; Frank E. Jones, traffic manager,

Furniture Manufacturers' Association, Grand Rapids, Mich.; J. M. McFarlane, second assistant to manager, the J. B. Ford Co., Wyandotte, Mich.; John J. Sinnott, traffic manager, F. F. Dalley Co., Hamilton, Canada; H. W. Tilden, traffic manager, Aunt Jemima Mills Co., St. Joseph, Mo.; Eugene Wallace, traffic manager, the Kellogg Company, Battle Creek, Mich.; and the secretary, Kent B. Stiles, editor, *Distribution & Warehousing*, New York City.

"Services Required From Warehouses"

What the National Distributor Wants Is Here Summarized, Based
on Replies to Questionnaire to N. D. A. Members

THE shipper who is a potential member of the National Distributors' Association is apt to ask the question: "How will membership in this organization benefit our company?"

One answer to this inquiry may be found in the service which is being rendered to the members through the headquarters office in Cleveland.

The headquarters office is, under the supervision of R. O. Eastman, managing director, assembling a vast amount of data and information which are certain to be invaluable to members of the association. Much of this information is being obtained through the medium of bulletin-questionnaires sent out from Mr. Eastman's office.

At the meeting of the N. D. A. directors in October one of the directors made the statement that the summary of replies sent to him by the headquarters office on one of the subjects of inquiry would save his company several thousand dollars in 1924. His dues in the association for 1923 are \$50.

The director alluded to information which was published, under the heading "How Shippers Are Insuring Warehoused Stocks," in the September issue of *Distribution & Warehousing* after having first been sent to all N. D. A. members.

This month another summary of replies to a bulletin-questionnaire is published. On March 23 the headquarters office sent to the association's members a series of eight inquiries under the general subject "Services Required from Warehouses." The inquiries and a résumé of the responses are given herewith and will interest both the shipper and the warehouseman. As a preamble to the bulletin-questionnaire at the time it was sent appears the following:

"We find such varying degrees of service required from warehouses by various customers that we are moved to ask you to tell us briefly just how much service you require from your warehouses, and of what this service consists."

The inquiries and the replies as sum-

marized by the headquarters office are as follows:

Inquiry I:

Do you merely ship a car of stock to the warehouse and let the warehouse do the rest?

Summary:

To this question a small proportion of answers was in the affirmative, saying the arrangements amounted to about that.

The greater number of replies placed emphasis on the fact that goods stored in warehouses at the various distribution

the warehouse keep your records of stock?"—was answered by everyone that this is done. Shippers recognize that warehousemen are required to make use of a great variety of printed forms in connection with the conduct of their business, and for this reason are not always insistent that these records be kept on their own particular forms.

Shippers rightfully require, however, that the warehouse make and keep an accurate record of all receipts and shipments. As to the former, any loss or damage must be noted and promptly reported.

Section "B" of this question asks "Does the warehouse render periodical statements of stock on hand, etc.?" It is a universal requirement that the warehouse do this, though the frequency of such report varies somewhat.

Two of the members stated that the reports must be made daily, others that accounting must be made at the end of each week. One of the latter requires that the far-distant warehouse telegraph the needed information.

The greater number of statements of stock on hand are made not oftener than once a month, however. One member welcomes such reporting by warehouse, but does not insist upon it, relying for such check-up on an inventory made for their traveling auditor, who calls once yearly upon each of the warehouses where goods are stored.

Another member speaks of the objection that some warehousemen raise to the necessity of making such reports, but nevertheless insists upon it, owing to its being vitally necessary for the proper conduct of business.

Samples of these periodical report forms have been received from some of the members who furnish special blanks to the warehouses for such reporting, and these emphasize the necessity of receiving full and accurate information concerning goods that are stored.

In some instances periodical reports come from or through branch houses or brokers where such exist.

POSTUM CEREAL JOINS N. D. A.

THE latest company to join the ranks of the National Distributors' Association is the Postum Cereal Company, Battle Creek, Mich. Representatives, R. B. Small, vice-president and sales manager, and E. C. Nettles, traffic manager.

The Postum company distributes cereal foods through 75 public warehouses.

points are subject to the same rigid home office rules governing receiving, handling and shipping as are those at the factory.

With Pacific Coast warehouses to facilitate shipments, these rules are somewhat flexible compared to those that apply to points nearer to Eastern manufacturers.

Inquiry II:

Does the warehouse keep your records of stock, do your billing, render periodical statements of such stock on hand, etc.?

Summary:

Section "A" of this question—"Does

Inquiry III:

Do you authorize them to accept orders from your salesmen, brokers or customers for withdrawal?

Summary:

Authority for withdrawing goods from warehouse has been given very careful thought and attention by the various shippers. The adoption of any particular plan or system in delegating such authority seems to be determined largely by the class of goods handled and the manner in which they are marketed.

Section "A" asks if warehouse is authorized to accept withdrawal orders from salesmen.

Some answers omitted any reference to such representatives, indicating that they were either not employed or did not possess authority to sign withdrawals. Salesmen in the latter class, no doubt, are connected with branch houses or brokers, and only their immediate superiors possess the withdrawal authority.

As a protection for the warehouse, in instances where salesmen do withdraw goods, the home office invariably supplies the warehouse with a list of these authorized salesmen, and also, in some cases, permits withdrawals only if orders are written upon forms provided for the purpose.

In one instance, where only traveling salesmen are employed, annual withdrawal orders are issued amounting to 25 per cent of the total of all withdrawals.

Section "B" refers to brokers. Those members not mentioning brokers in their replies evidently do not employ them.

With some companies brokers have complete charge of the business in their territory and this includes supervision of withdrawals from warehouses.

Where brokers are only occasionally used, their names are filed with the warehouse, with instructions to honor any orders only during the time their names continue to appear on the approved list.

Answers to section "C" of the question were generally very full and complete.

Inasmuch as the warehouse is used primarily to facilitate distribution, it is explained that the responsible customer should have access to the needed goods with the exercise of as little red tape as possible.

It is emphasized by some members that the importance of granting authority for withdrawal requires that it be carefully supervised by home office in order that the goods may be obtained only by customers who are rightly entitled to them.

Where the selling is done through branch houses or brokers or other representatives of recognized responsibility they also have charge of goods stored in their respective districts and are given authority to issue withdrawal orders to their customers.

Some members have followed the practice of allowing certain customers to secure goods from warehouse simply upon presentation of their own individual order.

Whatever system is followed, it is the universal rule that the warehouse is sup-

plied with a live list of persons or firms authorized to issue orders of withdrawal and frequently it is specified that all orders must be written on printed forms provided for the purpose.

Inquiry IV:

If so, what sort of accounting do they make on such orders? And is the warehouse held responsible by you for stock issued in this way until you confirm the transaction?

Summary:

Section "A" of this question asks what sort of accounting the warehouse is required to make on withdrawal orders. Here again it is shown that the average shipper does not desire to burden the warehouse with a needless amount of work in conforming with his system of accounting.

Shippers recognize that the responsible warehouse has every intention of carrying on its transactions in a business-like way, but to guard against any "slip-ups" on the part of this class of warehouse, and to protect themselves against slipshod methods of the other class, it is necessary to treat all alike as applies to accounting requirements.

Where branch houses or brokers have charge of goods stored in their districts, the warehouse, as a rule, makes periodical accounting to them on a form provided for the purpose of showing a list of all withdrawals during the period. In some instances the original of such a list must go to the home office and a copy goes to the company's local representative.

Two or three of the members who allow customers at the more distant points to withdraw goods direct, require the warehouse to send them these original customer orders, which are used as a basis for home office to invoice the sales to the customers.

Shippers are aware that the warehouse is called upon to make use of a great variety of printed forms in properly conducting its business. While, as stated, the use of these affords the shipper the required protection, they also simplify the work of the warehouse in making the required accounting. Some of the members describe or submit samples of forms used, and in a few cases these forms are serially numbered, which further insures every transaction being properly recorded. The result in most every instance of the use of any particular form is that the home office has as complete a record of withdrawals from warehouse as it has of deliveries from its own factory.

The replies to section "B" show that the home office does not follow the system, except in a very few instances, of confirming the correctness of withdrawal orders.

By carefully checking up all names on its authorized list sent to warehouses and giving the same attention to the detailed lists of withdrawals submitted by these warehouses, the company is enabled quickly to call the attention of the warehouse to any discrepancy.

One member takes care of confirming its orders by sending the warehouse a

certain printed form for each withdrawal, which the warehouse indorses, showing delivery. The original is returned to home office and the warehouse retains a copy.

Inquiry V:

Or do you issue all orders from the home office for delivery from warehouses?

Summary:

Only two of the members replied that the issuing of orders on warehouses was restricted to the home office.

Of the balance, the greater number place warehouse matters entirely in the hands of their brokers or branch houses, and the remaining members provide for withdrawals in the variety of ways mentioned.

Inquiry VI:

Do you make your own bills of lading to accompany warehouse orders?

Summary:

According to the replies received the making out of such forms is considered to be part of the service expected of the warehouse.

About 25 per cent of the members replying stated that they supplied their own bills of lading for use by the warehouse, but only half of these actually fill them out to accompany the withdrawal orders.

Inquiry VII:

Does the warehouse prepay freight on shipments to your customers?

Summary:

The prepayment of freight by warehouses is invariably provided for by 60 per cent of the members answering this question.

In another case this is done either by the warehouse or the broker.

In the remaining instances, whether prepayment is done depends upon the conditions under which the goods are sold.

Two members say the warehouse does this when specially authorized by home office to do so.

In the smaller number of cases goods are sold f.o.b. warehouse, when any prepayment that is done is for the purpose of accommodating the customer.

One member ships freight collect and afterward reimburses the customer for the amount, terms being f.o.b. destination.

Inquiry VIII:

Does the warehouse handle billing and collections for you?

Summary:

The replies show that such a service is neither expected nor desired, except in rare instances.

Ninety per cent of the answers say that they occasionally authorize C. O. D. shipments by warehouse.

One member arranges for Pacific Coast warehouses to bill all withdrawals to customers direct, but no collecting is done by them, as remittances are sent to home office.

Conclusion

THAT the matter of service required from warehouses is of great interest to the members is shown by the number of replies received to the foregoing inquiries. Some of the members made very

extensive answers to the various questions.

It is evident that the members are of the opinion that some sort of standard rules should be adopted governing the conditions under which the warehouse

should operate in rendering needful service for the shipper.

It is hoped that this summary will aid the members in more clearly understanding what the general practice is between the shipper and the warehouse.

Is Your Stockkeeping System Error-Proof?

Lawrence Warehouse Co., Operating Chain of Storage Plants in Central California, Uses Records Designed to Protect Interests of Customers

By J. E. Bullard

PUBLIC warehouses have made for themselves a definite place in distribution and sales. Manufacturers generally realize the fact that better distribution can be secured at cheaper cost by using public warehouse service for their spot goods.

This general recognition of the value of public warehouses is not due to chance. It is due to successful efforts of warehousemen in improving their service and in providing an error-proof stockkeeping system.

The Lawrence Warehouse Co. operates a chain of modern storage plants in central California, the warehouses

being located at San Francisco, Oakland, Sacramento, Alameda and Stockton. It has used aggressive sales and advertising methods to increase its storage and distribution business.

Not unlike other public warehouses, as the Lawrence company's business grew, the management was confronted with the problem of stockkeeping. They realized that it was absolutely essential that an error-proof method for checking stocks on hand be devised in order that the owner or manufacturer of the goods might have complete confidence in the reports sent him.

Forms Explained

THE system of the Lawrence company has been in use several years—long enough for it to have proved highly efficient in every particular, according to the firm's president, Al T. Gibson.

In developing the system, one special form of record was devised for shipments coming into the warehouse and another for shipments going out of the warehouse. The company's outgoing shipments are made to local customers by truck and to out-of-town buyers by the various rail and water lines; thus two checking systems for these widely different forms of transportation were devised.

For local truck shipments a local delivery tag (Fig. 1) is used.

Bills of lading (Fig. 2) give the desired information on freight moving by rail or water.

Each customer is assigned a particular division in a Kardex filing system, every individual variety or size being entered on a separate card (Fig. 3), thus showing at a glance all business transacted, which includes incoming and outgoing shipments, withdrawals, released stock and balance on hand.

A direct physical check between the card records and the goods on the floor of the warehouse is made at regular and

frequent intervals, and in every case the physical stocks must—and invariably do—check with the office records.

Details of the manner in which the Lawrence company solves the problem of eliminating errors may be of interest to merchandise warehousemen who are attempting to "plug the leaks." The following information, together with the illustrated forms, will serve to make the details clear:

ACCURACY IN ACCOUNTING

"EVERY unit of goods stored,"

Al T. Gibson, president of the Lawrence Warehouse Co. of California, is quoted in this article, "represents so much money belonging to someone else, and in order to render the greatest possible service the system of stock and record keeping must be just as error-proof as it is humanly possible to make it."

How the records of the Lawrence company are kept is told in this article by Mr. Bullard.

Carload shipments by rail are switched into the Lawrence warehouses on private spur tracks and the contents checked by the foremen. In most instances the foreman is furnished with a shipper's manifest to assist him in checking. A foreman's report (Fig. 4) is then made out, showing the exact contents of the car, the name of the shipper, consignees and point of origin.

O. S. & D. Report

A separate report (Fig. 5), called the O. S. & D. (overs, short and damage) report, is also made out at the same time, and a copy is furnished to the owner of the merchandise.

This O. S. & D. report shows all exceptions, and forms the basis for all claims by the shipper or consignee against the transportation company.

In the event of overages and shortages appearing, it is available for checking against invoices, and the liability for such overage or shortage is taken up with either the factory or the transportation company, or both, as the case may demand.

If any exceptions whatever exist, an inspector of the transportation company is called and the O. S. & D. report furnished to the owner by the Lawrence

(Concluded on page 20)

8

AL T. GIBSON, PRESIDENT
VICE PRESIDENT
LAWRENCE
WAREHOUSE COMPANY
FIELD WAREHOUSE DEPT.

Release No. 1001

115 Market Street, San Francisco
Oakland, California

LAWRENCE WAREHOUSE COMPANY

Order for Warehouse Release

ORIGINAL (To Lawrence)

Date May 5, 1923

You are hereby authorized to release to the Sunshine Cannery Co. Warehouse No. One held by us as indicated below.

the following Merchandise, which is held in storage in your Sunshine Warehouse

under NON-NEGOTIABLE WAREHOUSE RECEIPTS assigned to, and

WAREHOUSE RECEIPT NO.	ITEM	CASES	SIZE	DESCRIPTION
5087	1	630	2 1/2	Choice Yellow Cling Peaches
5129	2	425	2 1/2	Standard Yellow Cling Peaches
	3	120	2 1/2	Solid Pack Pie Peaches
	13	235	#10	1/2 Gal. Standard Yellow Free Peaches
	5	50	#10	Choice Yellow Cling Peaches

NON-NEGOTIABLE 7

WAREHOUSE RECEIPT

2601-LK

1st, 1923

Warehouse

surrender of this receipt,

Yours very truly,

SUNSHINE BULK & TRUST CO.
Bank of San Francisco Building Annex

By John A. Smith
Cashier

T-10 (Signed & Initialed) 10/18

6. **Inspector's Report on Damaged Goods:** This form is used when a representative of the transportation company is called in after the O. S. & D. Report shows goods not in the best of condition. This procedure guarantees prompt settlement of any claims for damages.

7. **Non-Negotiable Warehouse Receipt:** A non-negotiable warehouse receipt is issued immediately when goods are received and checked at the warehouse. The owner of the goods can take this receipt to a bank and use it as security for a loan against the goods in the warehouse.

8. **Order of Warehouse Release:** When a bank grants a loan on warehouse goods the warehouse transfers the goods from the owner to the credit of the bank. This "Order of Warehouse Release" form is furnished to the bank. When the loan has been taken up the bank sends the release to the warehouse, and the owner then may obtain his goods. Releases can be authorized by the bank without the use of this form, however.

9. **This form shows the manner in which charges for warehouse service are billed to the customer.**

WHSE			MEASUREMENT			WEIGHT			STORAGE			LABOR		
1-A	DATE	OUR NO.	YOUR NO.	RECEIVED	DELIVERED	BALANCE	INVOICE NO.	25	DATE	OUR NO.	YOUR NO.	RECEIVED	DELIVERED	BALANCE
	5/1/23	799		500		500	5-1900							
	5/4/23	38678	14		30	470								
	5/4/23	4212	15		10	460	6-2460							
NAME Peoples Cane Co.							LOT NO. 2601	MERCHANDISE BMLS (500 Each) Dandy Wafers				TARIFF ITEM		

3. A Kardex file card, showing how a running balance of stock is kept.

company is supported by an inspector's certificate (Fig. 6). This procedure in practically every case insures a prompt settlement of any claims.

A copy of the O. S. & D. report is attached to the original copy of the foreman's report and both are turned in at the office, where a warehouse receipt is issued, in accordance therewith, to the owner of the goods.

This is a non-negotiable warehouse receipt (Fig. 7), which the owner of the goods can take to a bank and use as security for a loan against the goods in the warehouse. The sample form (Fig. 7) shows the details of this receipt.

The foreman's report (Fig. 4) is used also for billing and tonnage records. A duplicate copy of the foreman's report goes to the office of the stock clerk in the warehouse at which the shipment was received. From the duplicate copy the stock clerk makes the necessary entries in the Kardex filing system. This card system, as can be seen from the sample shown (Fig. 3), shows the shipper's name, the commodity, the date on which the shipment was received, the foreman's report number, the amount of goods received and the total stock in the warehouse on the date of the arrival of the new shipment.

Less than carload shipments arriving by steamship are, of course, brought into the warehouse by truck, but they are handled in identically the same way as are carload shipments.

Local Delivery Ticket

When the goods are delivered locally, a local delivery ticket (Fig. 1) in four copies is issued. The original copy of the ticket is the permanent office record on which appears the original signature of the person signing for the goods taken out of the warehouse.

The duplicate copy is the customer's or owner's notice of delivery and is mailed to the owner of the goods as soon as delivery is made.

The third copy is given to the drayman or other person receiving the goods at the warehouse.

The fourth copy is the permanent record for the delivery clerk in the warehouse and is used by the stock clerk for making the necessary posting in the card file, which serves as a perpetual inventory of the warehouse stock.

Bill of Lading

When shipments are made by rail or water to points outside of the local delivery radius, a bill of lading (Fig. 2) is made out in five copies, and these replace the local delivery ticket.

The original copy of the bill of lading goes to the consignee or to the bank, with draft attached, according to the instructions which have been given by the owner of the goods.

The duplicate copy, which is the shipping order, is kept by the transportation company or by the railroad or the steamship company.

The third copy remains in the office of the delivery clerk at the warehouse and is used for posting on the card file.

The fourth copy becomes a permanent record and is used for billing and tonnage purposes.

The fifth copy is mailed or sent to the owner of the goods and shows the amount shipped from his stock in the warehouse. This fifth copy is an insert form and was designed by the Lawrence company not only to show all of the information contained in the bill of lading, but other data of importance to the owner also are given.

When a bank grants a loan on warehoused goods, the warehouse transfers the goods from the owner to the credit of the bank. The form, "Order for Warehouse Release" (Fig. 8) is furnished to the bank.

When the loan is taken up, the bank sends the release to the warehouse and the owner then obtains his goods. Releases, however, can be authorized by the bank without the use of this form.

A sample is shown of the form (Fig. 9) used in billing warehouse service to the customer. It will be noted that this gives all the details of the charges.

Once each month a special stock form

is made up. This gives a monthly balance of the stocks on hand and the amounts of goods which have passed through the warehouse during the month.

"The system of stock and record keeping in our warehouses is comparable to that used by the banks in handling accounts," to quote Mr. Gibson. "The Kardex file shows the daily balances of each customer at all times. Several years of actual use have demonstrated that the goods stored in public warehouses can be handled with absolute accuracy."

"An error-proof record system such as ours and efficient employees are the two important factors in the success of a public warehouse organization."

"The maximum growth of the warehousing business requires the same accuracy in accounting that is found in banks. Every unit of goods stored represents so much money belonging to someone else, and in order to render the greatest possible service the system of stock and record keeping must be just as error-proof as it is humanly possible to make it."

Southgate Co. Expands

The group of four warehouses adjoining the Norfolk Navy Yard and used by the Government during the war for storage of war materials, has been taken over by the Southgate Forwarding & Storage Co. as a supplement to its Portsmouth branch, and will be developed into an extension of this company's large storage and distributing facilities. The development is estimated to cost upwards of \$1,500,000.

The warehouses comprise upwards of half a million feet of storage space, and after some improvements are expected to be converted into modern establishments.

New G M C Truck

The General Motors Truck Co., Pontiac, Mich., has started production of a new high-powered vehicle—2-tons but with the motor usually found in the 3½-ton G M C machine—to meet demands by operators of trucks in mountainous districts and under bad road conditions.

In appearance the new truck is the same as the standard G M C model. It carries a special hood, a higher radiator, and can be furnished in any one of the four different chassis lengths at \$625 additional list price.

New Foamite Product

The latest development of the Foamite-Childs Corporation, fire protection engineers and manufacturers, Utica, N. Y., is the Foamite Pumper, a heavy-duty motorized unit for the control and extinguishment of extra-hazardous fires. It was first displayed during October before the delegates to the convention of the International Association of Fire Engineers, at Richmond, Va.

TWO BITS

Vol. IV. No. 5

A Bit Here, A Bit There

Gotham, November, 1923

Our Golf Department

On our credit side put 7 so-called golf balls & on our debit side 1 golf coat.

Oct. *Two Bits* announced that our golf ball supply amounted to 5 on a/c we fought 5 caddies to get them. Well, somebody signing himself "Herr Tonic" writes us as follows:

"Sorry you have to fit for golf balls. Understand eastern caddies are pretty tough guys. Am sending under separate cover 7 more balls, which will bring your total to an even dozen & save you 7 fights. Tried to make a pome about this (since you crave that style of raving), but didn't know enough of Fanny Brice's 'Second Hand Rose' to make a good parody. It starts something like this:

*Second hand balls and second hand clubs.
La de-da, da, second hand dubs."*

The golf balls from Herr Tonic (who signs himself "B. Ottledin Bond's Gran'-pap," Mr. Bond being another frequent *Two Bits* contributor) are awful-looking things. They are seamed & gouged & punctured, & even if we used them in our own backyard 2-hole course we couldn't make the round under 27.

As to the golf coat on our debit side, we reprint the following from the Sept. issue of *The Furniture Warehouseman*:

"Just so long as Kent admits the truthfulness of the story in the July *F. W.* about his golf game (see September *Distribution & Warehousing*) we are willing to suffer the humiliation of being disowned as a 'cousin.' We had intended, following our cousinly custom, to present him with a handsome golf coat with suede sleeves for a Christmas gift, but he has forever stymied himself as far as getting that coat from us is concerned.—*Conditional Contributor.*"

We are going to be honest enough to say that if we had known about the golf coat we would not have disowned "Conditional Contributor" as a cousin. He could even claim to be a brother had we known about the golf coat. We have not played golf long enough yet to know what "stymied" means, so we do not know enough to feel insulted but we feel pretty bad about not getting the coat, as our silk shirts, which we usually play in, are about used up & we could use the coat, with or without suede sleeves, & if we get it we are going to move down to Greenwich Village with the rest of the nuts.

Incidentally, Sid Green, the Petersburg, Va., storager, has not yet donated us that promised 2nd hand golf club. We do not know yet which club it is going to be, so suggest other storagers withhold

sending us any clubs till we find out, on a/c we do not want 2 of 1 kind, tho nobody has sent us a bag yet to hold the clubs in when we get them.

Exit Izzy

Two Bits has sustained an enormous loss during the mo. past. Isadore Shulmann, office boy par excellence, struck us for a raise of 50 cts. per week & we told him we would think it over, on a/c we would have to increase *Two Bits's* advt. rates in order to raise the money. Well, while we was thinking it over, Izzy got impatient & the next thing we knew of he had resigned & is now with a well-known advertising firm & goes to work at 9:30 instead of 8:45 and quits at 4 instead of 5, & is getting \$1 per week more than *Two Bits* paid him or 50 cts. more than he would have got had *Two Bits* increased its advt. rates in order to raise money for the raise which Izzy didn't get, which he would have got if he hadn't resigned.

Two Bits's enormous loss is the advertising firm's gain, as they will find out before Izzy has been long on the job. No more efficient an office boy ever treaded our linoleum-floored office. Izzy cleaned our typewriter keys, edited *Two Bits* proof, corrected our spelling, turned away insurance-sellers, dusted off our paperweights once a year, usually about Dec. 20; he was always careful to throw away our empty paste-bottles, & kept Julian Chase's, the business mgr.'s, fountain-pen filled to O. K. our expense a/cs with. Whenever it was necessary to sass the janitor, Izzy did the sassing, partly because we have no particular ability along that line. Izzy was so loyal that he used to stretch our elastic bands for us when we wrapped up a package.

It is fitting, in this hour of our enormous loss, that this little tribute to Izzy should be placed within black borders—the blackest the composing room has in stock. A gentle, if not gentle, soul has passed on. Izzy sold that soul for a \$1 per week raise, but, after all, *Two Bits's* advertisers are the beneficiaries on a/c we will not have to raise their advt. rates.

An N. D. A. Letter

Only last mo. (Oct.) *Two Bits* said that if anybody had an old typewriter cover they didn't want, we could use it, & it looks like we would get 1 pretty soon, along with some other junk. A letter from the "Service Department" of "The Notorious Disseminators' Aggregation" arrives which reads:

"We notice in your latest (we always read *Two Bits* first, considering it the most necessary part of our education¹) that you need some 2nd-hand office equipment—accent on the 2nd hand. We are accordingly sending you today by parcels post 1 typewriter cover, which we hope will be used to keep your office a little neater,² thereby serving the purpose for which said cover is intended. It is not an ash-tray. Personally, we never needed³ this cover for our machine—we work all the time.

"Also if you should need some 2nd-hand typewriter key caps⁴ we can provide them, too, at a price.⁵ Of course they are a little lumpy, due to being pounded by the lily-white fingers of our stenog.⁶ And the lettering is pretty nigh worn off, but then the person who says he writes *Two Bits* (we sometimes wonder about that⁷) is such a speed-demon—in more ways than one⁸—that he probably don't have time to look at the keys as he writes."

"And we might find some 2nd-hand carbon paper if we were convinced that it would be used for a good purpose, but we are very sorry that we cannot offer any 2nd-hand typewriter ribbons. We are very economical⁹ and always boil our ribbons to make ink."

"P. S.—Upon investigation we find that we cannot send parcels post packages C. O. D., hence we will have to find some other method of transportation, but never mind, short of personally conducting the tour to Gotham,¹² we'll get it to you."

(1) If any. (2) Julian Chase, business mgr., is always jumping on our neck about that, so lay off us, will you? (3) Which accounts why it's being sent to us! (4) Are they in English, please? (5) Don't slam the door when you go out. (6) Her age! (7) So do the U. S. P. O. inspectors. (8) Yeah, but which one? (9) Depends on whose stenog. we're writing to! (10) Then why waste a 2-ct. stamp on such a letter as yours? (11) Don't you know that boiled ribbons, properly seasoned, make good hooch? (12) Don't come on our account!

News Items omitted this mo. (Nov.). Yes, we have no space.



An attractive truck fleet, uniformly painted with a color scheme carried in other ways in the business as well, is a profitable medium of advertising

Some Thoughts on How Truck Van Appearance Attracts Business

By P. L. Sniffin

WAREHOUSE owners are taking noticeably important strides toward making their motor truck equipment produce more business for them. There was a time, not long ago, when the ideal of the perfect warehouse hauling system was centered solely upon making deliveries and collections quickly, with the minimum of lost motion and with the greatest of economy. But those public storage executives who have studied into the possibilities of their motor vehicles have not been satisfied with only reducing the time and cost of

operation. They have discovered methods by which they can cash in on their equipment in other ways.

New as the subject of truck maintenance is, there have been a good many examples of well-worked-out ideas which have shown a profit to those who have originated them and applied them to their businesses.

What are some of the opportunities that deserve the warehouse owner's consideration in this connection and what are the ways to which he can look for profit in applying such ideas?

IT will be interesting to quote an example of a unique way of making the motor trucks assist in building good will and creating a favorable impression for the firm, found in the case of a concern in the city of Springfield, Mass. Suppose we put it in the words of one of the officials of this concern:

"There has always been a good deal of prejudice against commercial vehicles on the highways, coming mostly from passenger car drivers. I drive a car myself, and I know it is always a disagreeable experience to me when I am trailing in back of a truck and it refuses to draw over to the side of the road to let me pass.

"The idea occurred to me one time when I had this experience. I was in a hurry to reach town when I caught up with a loaded truck going in the same direction. It was moving rather slowly, so I 'gave it the horn,' but it failed to respond to the courtesy of pulling over to the side of the road to let me pass. As a matter of fact, the driver merely looked out of his cab and grinned de-

risively, and by his sheer impudence and arrogance forced us to literally crowd behind his truck for a distance of over a mile. When the opportunity finally came

YOUR BUSINESS—AND THE MOTOR TRUCK

THIS is the thirteenth of a series of articles by Mr. Sniffin and offers to the warehouseman some suggestions on truck attractiveness as a medium for gaining public attention. Give your fleet a personality all its own!

The author's next article, on "Driver Cooperation," will appear in an early issue.

Formerly with the International Motor Co., Mr. Sniffin is a recognized authority on motor truck topics. He has been making a special study of truck operation in relation to the public storage industry in order to write these articles.

to safely pass the truck, I did so. As we passed, we noticed the name of the firm that owned the truck. My wife, who was with me at the time, also noticed it. Nothing was said at the time, although I believe we both made similar mental reservations.

"Then it occurred to me that I would not want anyone to have the same impression of our firm as my wife and I had of the concern that owned that truck. So the very same day I made arrangements to have these words lettered on the rear of every truck in our service:

"Sound Your Horn and This Truck Will Pull Over to the Right"

"The very fact that this lettering was put on the trucks automatically gave the drivers their necessary instructions. Along with this lettering we had plenty of space to put our firm name good and big, and in this way I cannot help but feel that we have directed a considerable amount of favorable sentiment toward our company. It has created quite a bit of comment from those who have seen it,

and I am told that a number of firms in other lines of business here in Springfield have copied the idea."

A concern in another Eastern city worked out a rather clever idea in truck advertising. The trucks used were of the closed van type, so a panel was arranged on both sides of each car, to serve as a blackboard. On this, from day to day, different catch-slogans were written, each taking just a few words to impress some particular selling point. The words "National Bulletin" were lettered permanently at the top of the blackboard, "National" being the name of the concern. The manager of this concern considers that his vehicles afford an advertising medium even better than billboards or car cards and, as he has a fleet of eight trucks, he feels, rather justly, that he can do without any other form of local advertising he would ordinarily be called upon to spend money for.

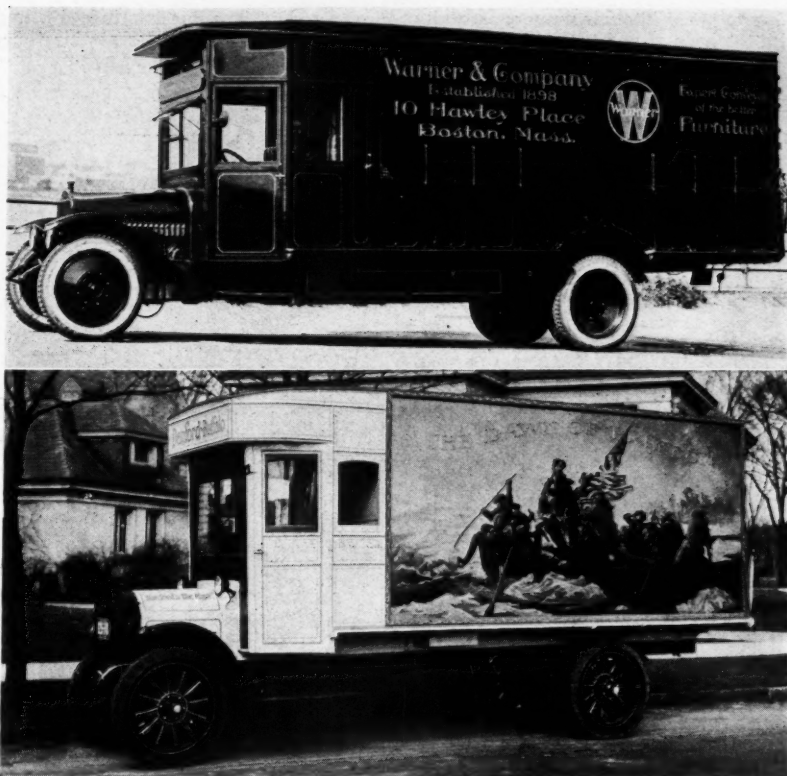
Lettering Top of Truck

Another idea which any concern located in a large city can well afford to consider is that of lettering on the top of the truck. Several concerns in the writer's observation have done this. The purpose of this, of course, is that it will be seen by people looking down at the street from tall apartment houses or office buildings. As a matter of fact, there is hardly a chance that such an advertisement will escape anyone's attention when seen from a point over the street. It is so unusual and distinctively noticeable that it succeeds in making an impression that other forms of advertising cannot begin to touch. Certainly it is an inexpensive idea and well worth trying. If van-type bodies are not used, the lettering can be placed on the top of the driver's cab.

One route manager who supervises the operation of a large number of trucks believes that one of the best forms of advertising a warehouse can have from motor trucks is that of their appearance in local parades and other public gatherings. Whenever there is an occasion for a parade, for example, this manager decorates an appropriate number of his cars rather elaborately, always being sure that the lettering, or enough of it, will show, and these cars take part in the parade. At such a time the eyes of hundreds of people are focused upon the parade and, incidentally, upon the truck and the advertisement it carries. Furthermore, this concern does not need a parade as an opportunity to display its vehicles. At any public gathering one or more of its trucks will be found, serving as a subtle kind of advertising message with at least a "reminder value," not forced upon people's attention, but nevertheless on hand to be noticed.

Uniform Coloring

There are other concerns which believe their vehicles should never be standing idle in the garage or yard, but that whenever such idle time is anticipated, they should be driven, empty if necessary, along streets where they will be noticed. This shows the extent to which



Above—Here is a motor truck designed to attract business of its own accord. Note the text "Expert Conveyor of the Better Furniture." An unusual feature of this vehicle is that it has a berth where a driver may sleep when long hauls are made. Below—The owner of this truck went to considerable expense to deck the body out for a parade. There is much valuable advertising to be gained in this way

some concerns value their trucks as advertising media.

Here is another idea that one concern worked out with extremely profitable results. It is adaptable to any other business equally as well. In the first place, all vehicles in the fleet—there were eight of them—were painted alike in striking colors, a combination of bright blue and bright orange with a dark blue outline on the lettering. Although the trucks were of different sizes and although many had different types of body designs, panels were arranged on each truck containing the same copy on each. The name of the concern was the Superior Storage Warehouse. So the copy read:

One of the Superior Fleet.
Eight up-to-the-minute motor trucks
like this give transfer and storage
service when and as you want it.
Just phone 240.
We do the rest.

The "Superior Fleet" was played up prominently in all forms of advertising employed by this concern. Blotters were issued, showing a picture of the entire fleet of cars and carrying the phrase, "Look for the Blue and Orange Superior Trucks." Newspaper advertising also carried a constant reference to the motor truck facilities, and blue and orange calendars issued by the company told the story in still another way. The blue and orange colors were kept characteristi-

cally whenever the opportunity was presented. A large sign over the concern's place of business carries the name attractively and strikingly lettered in blue and orange.

Thus this company has built up a unique personality for its route cars, making them a selling point in themselves because of the service they give and turning them into an advertising medium par excellence.

Send in Your Ideas!

Without a doubt there are many desirable opportunities to increase business by means of the advertising afforded in a fleet of trucks. Many concerns have found this to be so and have carried out the possibilities along this line to a fine point.

The suggestion has been made that the columns of *Distribution & Warehousing* would serve as an ideal "open forum" on this very important topic, and the writer earnestly invites correspondence on the subject, addressed in care of the editorial offices. We would like to hear how warehouse owners have made their route cars bring in business. Perhaps your experience will suggest other ideas that can be profitably used.

If you have succeeded in making your trucks serve as resultful advertisements in some unique way and will write an outline of what you have done, the writer

offers to study into your report carefully with the hope of suggesting new ways to carry the idea to even more profitable

advantage. The subject is indeed a live one in warehousing circles at this time, and it is safe to say that an open discus-

sion carried out in this way would prove of advantage to all the warehousemen who may take part.

Creating Public Confidence in Warehousing

The Storage Plant Is Comparable to the Bank—Here Are Some Suggestions on Letting the Public Know It

BY H. H. DUNN

IF there is any industry in the world whose foundation stones are contact and confidence it is the business of the transportation and storage of household goods—the furniture warehousing industry. So far have the men who are engaged in this large and growing undertaking developed their facilities that the competition among them is no longer one of methods, either in packing, shipping or storing, but is competition in service—a rivalry not in costs or in charges to the consumers of this service, but in carefulness, accuracy, promptness and fair-dealing.

From this statement, which I believe the majority of furniture warehousemen will accept as a fact, it follows logically that the greatest factor in the success of this branch of the warehousing industry, or of the individual executives engaged in it, must be the public—just as the public is recognized today as the greatest factor in the automotive industry, the banking business, or in the sale of any other necessity of modern life in which service figures.

Yet it seems to me, after rather extended acquaintance with furniture warehousemen who are leaders in the industry, and after continual attendance at their meetings for some time, that those who are engaged in this business, with millions of dollars invested, paying large taxes and high insurance rates and bearing heavy responsibilities on their shoulders, are devoting comparatively little attention to the attaining of closer contact with the public, and to the establishment of full confidence in the

minds of the people, virtually all of whom, sooner or later, must do business with the furniture warehouseman.

The first thought in the mind of the banker is the establishment of confidence in his prospective clientele—the fixing of his own character in the form of a firm reputation in the minds of his patrons and in the minds of those who reside or do business anywhere within the territory reached by his bank or its branches.

The warehouseman is more closely and more accurately comparable with the banker than is the man in any other class of business. Yet, except in isolated instances and then usually only in the smaller cities, does the furniture warehouseman take advantage of his greatest opportunity to establish that same confidence in his character, and widespread acquaintance with his reputation, that the banker is constantly seeking, and to obtain which the banker does not hesitate to spend money?

If the furniture warehouseman would do this uniformly throughout the United States he would obtain two extremely valuable results:

1. He would increase the knowledge of and the confidence in the entire furniture warehousing industry, indirectly benefiting himself; and

2. He would obtain for himself, through this establishment of confidence, the shipment or storage of the tremendous amount of household goods which is now sold outright, at a fraction of its value, to second-hand furniture dealers and others.

The Householder's Ignorance

POSSIBLY few furniture warehousemen realize how great a handicap to their business is the ignorance of the majority of householders as to the safety, accuracy and low cost of furniture storage.

Quite probably a still small number realize that the encouragement given to furniture owners by furniture salesmen to sell their used furniture rather than store it, is one of the considerable factors in sales resistance for the warehouseman.

More plainly stated, if the furniture owner knew that he could store with a warehouseman as reliable and as accurate as his bankers all his furniture at a cost equal to only a small percentage of the loss he would sustain in selling that furniture—or that he could have his furniture packed and shipped to his new

home at an expense of a fraction of the increase he would have to pay for new furniture—that furniture owner would patronize the warehouseman.

And the number of furniture owners who do not know these simple facts, but who are on the move all over this country today, is astounding, for the permanent American home has just about gone into the discard, and the furniture dealer—both in new and in second-hand household equipment—is profiting thereby, instead of the furniture warehouseman.

Fly-by-Night Competition

THERE is a third factor working in opposition to the established furniture warehouseman, and that is the run-by-day, fly-by-night "furniture mover."

This man, possessed of a 2-ton truck and a street corner stand, overloads the former and overworks the latter, to the

destruction of the furniture owner's property and the reduction of the responsible warehouseman's business. The only way this man can be eliminated is by the education of the public mind, by the furniture warehouseman, that he, and he alone, is uniformly and perpetually responsible, and that in the long run it is far cheaper to pay a slightly higher cost to be sure that the furniture, when it is packed and shipped, will arrive in the condition in which it left.

All these obstacles to the sale of service by the individual warehouseman, and to the general sale of service by all furniture warehousemen who are banded and bonded together in their associations can be overcome by one thing—the education of the people to the truth concerning the security, the safety, the accuracy, the reliability and the economy of furniture warehousing.

This can be accomplished in two ways: One, by the word-of-mouth advertising of the satisfied customer, which is limited; and the other, by persistent, pertinent publicity.

Publicity is of two kinds: The display advertisement, with which the writer is not at present concerned, and which is technically known as "reading matter publicity"; the other, which is equally important with display advertising, consists in obtaining frequent mention, as news, in general publications of the warehousing industry, and of the individual warehousemen, or firms, in any community.

The best medium for this is the newspapers, and the writer, after a number of years in publicity work for Governments, corporations and individual industries, knows of no better way of establishing confidence in the minds of the people than the columns of the daily or weekly paper.

Every adult person who resides in a community is a prospective customer of the furniture warehousemen in that community. Virtually every adult person in every community in the United States reads at least one newspaper.

The frequent mention of the warehousemen of the community among the other prominent, reliable and well-established business men of that community puts confidence in the warehousing industry in the mind of the reader, without seeming to do so, and without seeming to have had that objective in view. Likewise, that reader couples with the warehousing industry the names of the men, or the name of the man, whom he sees mentioned most frequently in connection with the industry in the news columns of his newspaper. He begins to feel toward the furniture warehouseman the same confidence that he feels in his tailor, his grocer, his banker, or his druggist, all of whom he knows, from long contact, will sell him exactly what he asks for at a price proportionate to the goods sold and the service rendered.

The people of America today do not know that the furniture warehouseman does just this. They have not the confidence in him that they have in the other purveyors to their daily needs, and the newspaper is the immediate and most effective medium for changing their point of view, for educating them to the idea that the warehouseman is just as much an indispensable part of their community as is the president of their bank, for example, or the head of their laundry company.

Business News

NOW, every newspaper in the United States is willing, even more, anxious, to publish the news of every industry within the territory it serves. We have passed the stage in which industrial, commercial and business news is considered "advertising." We have reached the point, and the majority of the newspaper editors have reached it with us, where there is news for every one of us in the activities of all forms of commerce, manufacture, building and service. Yet I have attended more than

twenty meetings of furniture warehousemen within the past two years, ranging from a national convention to the gathering of a dozen men in a small city, and I have not seen one newspaper reporter at any one of these meetings, nor have I learned, though I have asked in each instance, of any newspaper men being invited to them.

Do you men of the furniture warehousing industry believe for one moment that if a dozen to a hundred bankers, automobile dealers, real-estate men, contractors, or members of any other recognized industry, gathered in your town for a meeting or a dinner there would not be half a dozen newspaper men on the job?

"TELLING THE PUBLIC"

WAREHOUSEMEN are coming to realize, more definitely than ever before, that their industry is analogous to banking. But while the storage executives themselves know that this is true, the public does not.

How shall the public be informed? What the furniture branch can do along this line is suggested in this article by Mr. Dunn. While the author is addressing himself directly to the household goods warehousemen, his thoughts are worthy of consideration by the merchandise and cold storage men.

Mr. Dunn is one of the Class Journal Co. correspondents on the Pacific Coast. Under the old Diaz administration in Mexico he handled publicity for the Government and for the National Railways. Subsequently he handled publicity for automotive dealers and theatres in New Orleans. For the past year or two he has been reporting meetings of the Pacific Coast Furniture Warehousemen's Association for *Distribution & Warehousing*, which he represented at the Catalina Island convention of the National Furniture Warehousemen's Association.

Here is a trained newspaperman and publicity authority throwing out some constructive suggestions to warehousing. Think them over. Build public confidence!

Do you know that ten years ago all the "news" of the automobile industry was considered advertising and had to be paid for at so much an inch, yet today the automobile editors of the newspapers cannot get enough of this news to fill their pages? That these editors today have to send out highly paid men to write the doings of the automotive industry, in addition to the material sent them by the members of that industry, because it has grown to be one of the great news sources of the world?

Do you know that more men and women than own automobiles today are "prospects" for the services of the furniture moving and storage man?

Do you know that there is news—and by "news" I mean activities which are of interest to a great many persons in every community—in each meeting of the warehousemen in that locality?

Do you realize that, in between these meetings, every improvement you put in your warehouse, every increase in safety and security you make for the goods of your patrons, is also news to these patrons and also to prospective patrons, of which two classes virtually all the residents in your community are composed?

If you will realize these things, and the editor, or the editors, of the newspapers in your cities do not realize it, then it is high time that you took an afternoon off and had a heart-to-heart talk with these editors. You will find that they will print much news of your industry free, gratis and for nothing, and be glad to get it.

The next time you have a meeting of your association, a dinner, a banquet, or whatever you choose to call it, invite at least one man from each newspaper.

When the newspapermen get there, delegate a competent man, or two or three men, to explain to the reporters just what the warehousing industry is, what it means to the community, the responsibility and reliability and character of the men in it, the amount of money they have invested in the community. Explain to them the reason for the meeting; point out to them the valuable points made by each speaker; show them the improvements being made in the warehousing industry—and you will find the name of your industry, your own name and the names of your co-workers in the industry connected with real and valuable news stories in the papers next day.

You will have started your campaign to get the public mind focussed on the warehousing industry—in the community where it will do you the most good.

Tell Facts Only

BUT—don't try to "bunk" the reporters; don't try to fill them with a lot of "hot air" that you think is news. They can see news. They can tell what their editor will or will not print, further than you can see a five-year storage account. Give them the facts and let them tell their own stories.

Here and there put in a word about the material improvements in furniture storage; compare your own business with that of the banker; tell them of methods devised and adopted for increasing the accuracy and speed with which goods are handled.

All these things are interesting trimmings for a news story, and out of which will grow, in addition to the new stories, a feature story or two, to be printed on Sunday, or whenever there is space in the newspaper.

Do this not at one meeting but at every meeting. If anything arises at any meeting which should not be printed, pass the word among the reporters; they

will respect the confidence, and not one of them will publish it. Make it a point, if you make an improvement, either in facilities or in methods, at your warehouse, to call up one newspaper man on each paper and tell him about it. Do not make the error, if there is more than one newspaper in your city, of giving this news to just one of them; give it to all of them and give it to them simultaneously, so that all may print it together, and no one be left without it.

You will be surprised at the brief time in which the reporters will be making your office a regular port of call for their daily bag of news.

All the time that you use in advising the newspapers of meetings of your association, developments of your own business, and your own personal movements as a member of the business community of your city, will be the most profitable investment you ever made, no matter how valuable your time may be.

This is the simplest and, possibly, the most economical method by which the furniture warehouseman can keep his industry and his part in that industry before the people to whom he looks for the maintenance of his business.

The Publicity Man

THE other method, which is more effective in large cities, is the employment of a trained publicity man, one who knows what each city editor regards as "news"—for there are as many defini-

tions of that elusive word as there are newspapers in this country—and who knows how to collect and write that news so that the idea you wish to convey is put across to the reader.

There is nothing illegitimate about this. In fact, the up-to-date city editor regards the capable publicity man as an asset and as an aid of great worth in keeping him supplied with news, to get which, in many instances, he could not spare the reporters from more important matters.

Such a publicity man need not be employed by the individual warehouseman; it is even preferable that he be employed by the local association, for then matters can be so arranged that each member of the association gets a square deal in the matter of the quality and the quantity of the publicity given him.

The advantage of employing a publicity man lies in the fact that he will obtain publication for a number of articles in the newspapers on subjects connected with the warehousing industry which are not exactly news, yet which are valuable in educating the people to the value of storage, its safety, modern methods in it, costs as compared with the sale of the furniture and so on.

Everything that every person in this world does is news to some one, and the warehousing business is of interest to more persons outside of it than almost any other single industry in this country, with the exception of the manufacture and sale of automobiles.

The competent publicity man will earn his salary—though such men come high—many times over in the closer contact he gives the individual warehouse operator with the people of the community and the greater confidence he inspires in the warehousing industry in general in the public mind.

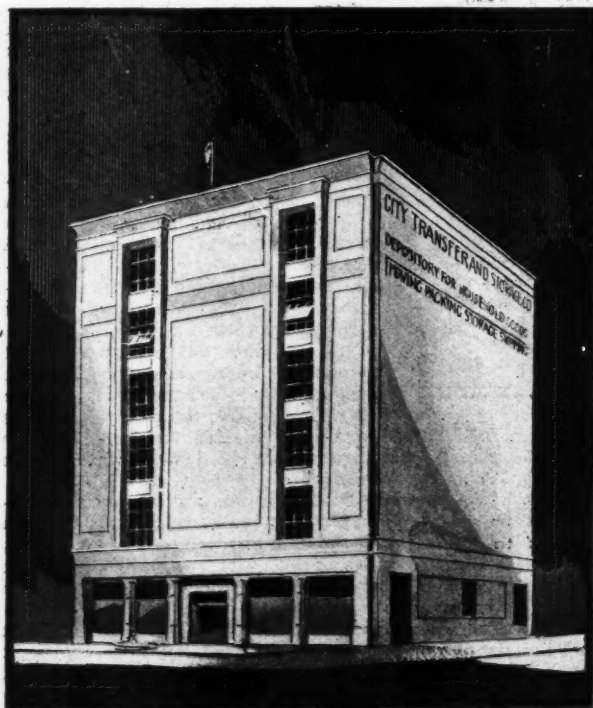
The salary of such a man will range from \$100 a month in cities of 25,000 to 50,000 to \$400 or more in the larger cities. In general, the higher the salary, the better the man and the greater his results, if he be selected for his ability to understand the industry, to put this understanding in such words that the outsider will understand it also, to know and write news when he sees it, and to make and keep a good standing with the city editor of every newspaper.

The day of the trickster "press agent" is gone forever. The time when putting an elephant in storage was "front-page stuff" is one with the period when actresses were supposed to take daily baths in champagne and when sea-serpents were seen once a week off Sandy Hook.

The publicity man of today is the trained newspaper man who, if he is engaged in industrial publicity, knows enough to tell the truth about that industry and is clever enough to make the truth interesting.

There is a vast amount of interesting truth in the furniture warehousing business, and it is up to the members of that industry to lead the newspaper editors to see and to print it.

City Transfer & Storage Co. Is Building New Furniture Plant



IN the residential section of Long Beach, Cal., the City Transfer & Storage Co. is erecting a Class A warehouse of concrete reinforced with steel. There will be six floors and will be equipped with modern conveniences and labor saving devices.

There will be 150 private rooms, a separate room for storage of rugs, and another individual room for the storage of pianos and musical instruments. The packing department will be located on the first floor in order to avert considerable labor and the rehandling of goods arriving for packing.

One feature will be a vault which, containing deposit boxes, will be on a par with similar arrangements provided by downtown banking institutions.

The building will cover 60 by 105 ft. on a plot 100 by 150 ft. The location is the corner of Esperanza and Anaheim Streets, the latter being one of Long Beach's widest and most popular boulevards.

The investment will represent approximately \$150,000.

Grant Wayne Honored

At a recent meeting of the Van Owners' Association of Greater New York the members honored Grant Wayne, secretary since the organization of the association, by giving him a silver loving cup. The occasion was his retirement from the secretaryship. Mr. Wayne is manager of the West End Storage Warehouse, a past president of the New York Furniture Warehousemen's Association, and a director of the National Furniture Warehousemen's Association.

MATERIAL HANDLING

Forum

Conducted by
MATTHEW WILLIAM POTTS
Consulting Authority on Material Handling

Some Thoughts on Use of Spiral Chutes in the Public Storage Plant

IN the Material Handling Forum in the October issue of *Distribution & Warehousing* it was pointed out that there were a number of advantages in using suspended tray elevators for raising materials in multiple-floor warehouses, and mention was made that this same equipment could be used for lowering packages.

There is on the market, and installed in a number of public storage plants, another efficient means of lowering miscellaneous packages from upper floors to the delivery point for trucks or to the shipping platforms for car loading. This equipment is known as a spiral chute, and is worthy of consideration by warehouse executives investigating the uses of various pieces of equipment.

The multiple-floor warehouse is the logical place for installing spiral chutes. It will be seen that the use of chutes provides a means of constant and continual dispatch. It minimizes delay under certain conditions, averts

congestion in spaces near the elevator doors, and does away with the necessity of employing artificial power for lowering loads, as the natural power of gravity serves better and is more economical.

It has been demonstrated that in some cases a chute will save 50 per cent or more of the cost of delivering material from upper floors.

While the basic idea of chuting material downward is simple enough, the details of engineering practice necessary to a practical application of the principles are extensive, and should be thoroughly understood.

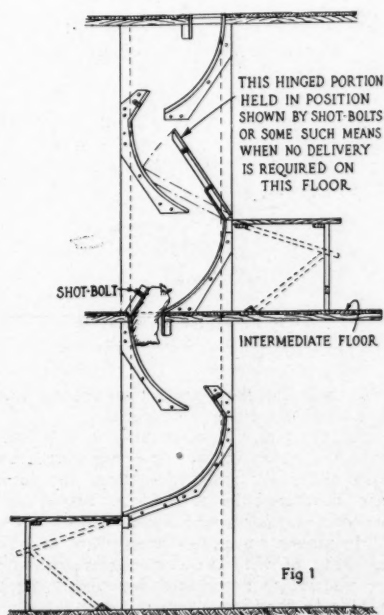
It may be stated that the majority of unsuccessful installations of spiral chutes in warehouses has been due to misapplication or to faulty construction, and the points set down in this article are intended to give the storage executive some guidance if he is contemplating using this piece of equipment.

THE class of packages to be handled determines the type of chute to be installed. If sacks are the only material to be handled the warehouseman can build and install, with local carpenter labor or millwright gang, a chute as shown in *Fig. 1*. This illustration is self-explanatory. The chute consists of a series of short curves, running alternately from left to right or right to left. The sack glides by gravitation from one curve to another down the path of the chute, the curves being so designed that the sack is delivered from one to another, gently, reaching one curve before actually clearing the previous one.

Down this chute the sacks travel in an upright position, at a uniform and safe speed, and they can be fed into the chute from any floor, by hand or automatically by a belt conveyor by means of hinged flaps.

A collapsible platform should be provided to take off sacks at any intermediate floor by dropping the "cut-off" onto the curve. At the bottom floor arrangements should be made to deliver into a truck or onto a gravity roller conveyor, as desired.

It can readily be seen that this type of chute is limited in its application to one class of package, but standard spiral



Detailed elevation of sack chute which can be built by local labor

chutes are now being manufactured by two or three companies, these chutes being built of steel, and designed to handle all classes and shapes of packages.

Spiral chutes are designed on real engineering principles, and their construction plays an important part in their successful operation. A number of companies are manufacturing these spiral chutes, and three or four are utilizing one basic patent, so that it is possible to obtain competitive prices on concave bed spirals, which in the long run seem to be most advantageous for handling assorted or heavy merchandise.

The type of chute shown in *Fig. 2* is built with a center column of wrought steel pipe, usually of 4-inch diameter. This column supports structural steel brackets of ample strength and rigidity to withstand all necessary shocks. The arms and braces are radial, thereby providing ample strength for the radial strains due to the changing position of packages, the speed of which exerts centrifugal force. The braces transmit the entire load to the center column.

The trough of the spiral chute should be of galvanized steel, which not only is impervious to atmospheric effects but which, with usage, takes a fine smooth

polish. This sheet metal trough has no load strain, as it rests on wood saddles cut to correct shape and acting as cradles. The rims are strengthened by flat iron supports, to which they are riveted. A heavy steel wire is usually rolled in the upper edge of each rim, this wire lapping through the bead from one section of rim to the next, serving to give increased rigidity to the rims. It will therefore be seen that all strains are carried on the structural steel, the sheet metal acting merely as a guide to direct the flow of material.

Chutes have been built where dependence is placed entirely on the sheet metal to resist both downward and radial strains, as well as to stand the abrasion due to frictional wear. It will be readily understood that sheet metal is in no sense adapted to withstand such strains, as it will tear or crack and the rivets are likely to fall out under shock.

Some manufacturers use a center column of sheet metal, built up in sections. Others use steel pipe but fasten the flange of the trough plate to it with bolts. This type of construction should be employed only in chutes for light duty and should never be considered when the chutes are to be called on for handling heavy merchandise.

In the heavy type chute the center pipe should be run in sections, fitted tightly, from the floor to the ceiling, with suitable cast iron flanges at each end of each section. A column constructed in this manner is of sufficient strength so that it sometimes is used to take the floor load reaction, when beams are cut.

Important in the general designing of chutes is the method of making the conveying bed trough plates. The plates should be formed in such a manner as to allow for the least possible punishment to the metal. The best form of plate in shown in Fig. 3.



Fig. 3

Proper method of forming conveying bed sheet

In contrast, Fig. 4 shows an improper way of forming the bed plate, as the flanges are turned downward.

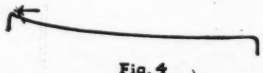


Fig. 4

Improper method of forming conveying bed sheet

It will be appreciated that the point at which the arrow is directed (Fig. 4) has been particularly weakened in forming, especially when it is emphasized that the edge so bent is not a plain surface but is concave and twisted in the same operation.

Lap Joints

Attention should be paid also to the lap joints in the trough, and the laps

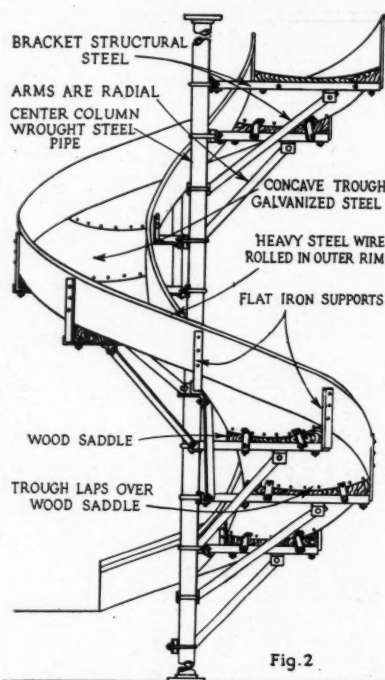


Fig. 2

Detailed elevation of concave bed open center column spiral chute

should be made in the direction of travel, and all riveting should be counter-sunk. The correct form of lap joint is shown in Fig. 5.



Fig. 5

Proper method of making lap joint

An improper form of lap joint is shown in Fig. 6.



Fig. 6

Improper method of making lap joint

It will be seen that the proper lap is a double thickness of metal.

Another important point in a well constructed chute is that the manufacturer will generally provide so that the laps are arranged to come just above the wooden saddles which support the chute. This makes an added protection, and in a chute of this type of construction it is virtually impossible for the trough plates to tear loose.

Spiral chutes which are not properly designed, both as to the joints and the forming of the plates, frequently damage

packages which are lowered in them. A number of chutes have been discarded because bags and cartons have been damaged, while in transit, due to nails or to wooden splinters having caught in some part of the chute.

A chute formed as shown in Figs. 3 and 5 makes it impossible for nails or splinters to catch, and cause damage. If built of metal where the plates are formed, and if the laps are made as shown in Figs. 4 and 6, it is quite possible for nails or splinters to lodge, as shown in Figs. 7 and 8.



Fig. 7

Showing how nails and splinters lodge in conveying bed when bed is poorly constructed

Frequently the warehouseman wants to know the capacity of a spiral chute.

It is a mistake to compare chute sizes and capacities by trough widths only. If the construction of the chute is such that the center core forms the inner edge of the conveying bed, it will be seen that the width of 6 inches nearest the core has no carrying capacity, as it is almost

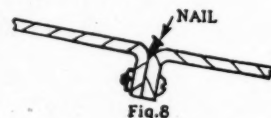


Fig. 8

Showing how improper lap joints retain nails, splinters, etc., with result that bags and cartons may be damaged

perpendicular. Should a package reach over into this space it would be caused to twist around and jam against the column.

The only guide to chute capacity, therefore, is guaranteed capacity, which is greater for the same width trough in the type of chute shown in Fig. 2 than in a chute built to the center column.

There are manufacturers who build a chute, without a center core, of so large a diameter, and so proportioned as to pitch, as to make it possible to walk into the circle inclosed by the inner circumference and to dispatch by means of a tangent intake placed on the inner rim. Such a type of spiral not only takes a great deal of floor space, but provides an intake so placed that packages are placed in the trough where the grade is steepest, and with a tendency to travel in a straight line such packages are likely to be quickly carried to a bump against the outer rim.

In order definitely to determine the pitch and suitable trough widths of a concave bed spiral it is necessary that in all instances careful consideration be given to the types of packages to be handled, their respective weights, and the volume to be carried. In illustration,

as the coefficient of friction of metal against metal is less than wood against metal, it is evident that boxes metal-bound will travel at less grade than will wooden boxes, even though they be smooth-bottomed.

Also any unusual atmospheric conditions affecting the conveying surface of the chute must be carefully considered, such as humidity, steam, the sticky dust of sugar, the corroding effect of salt. Some general averages have been compiled, however, which are suited to giving approximate estimates of the items of pitch and trough widths. The pitch of a concave bed spiral is very seldom less, and is seldom much more, than the diameter of the chute. The pitch in all instances is taken as the grade of slope around a full turn of spiral, an arc of 360 degrees.

Packages of the following sizes and weights are usually carried in chutes of the diameter and trough widths indicated by the following schedule:

Diameter (feet)	Trough Width (inches)	Length (inches)	Packages Width (inches)	Weight (pounds)
3	12	15	9	40
4	19	22	14	75
6	24	30	18	200
7	30	36	23	350
9	36	48	28	400
9' 10"	42	52	32	600
12	48	60	36	1,000
15	60	72	46	1,400

Special attention should be brought to the fact that where the type of chute shown in Fig. 2 is installed, only little floor space is lost. Goods can be piled closely under and around the chute.

In the consideration of installation of friction spiral chutes only, without the supplemental service of conveyors, there is a great tendency on the part of owners and architects (especially architects) to consider economy of floor space instead of accessibility, in determining the location of a chute. Spirals seldom make an even number of turns per floor. There-

fore it is necessary to approach the chute from different positions on different floors. It is very advisable that chutes be so located as to be accessible from three sides at least. The slight floor space economy of placing chutes in corners, unless fed by conveyor, is paid for many times over in the extra labor necessary to dispatch loads. Spirals without conveyors should be, whenever possible, located in central position.

Next in importance to convenience in dispatching of loads comes the provision for ready delivery and unloading of material from the chute at any floor.

For this purpose the chute should be provided with a combination fire door and diverting switch, which is hinged to the floor and is counter-balanced by pulley weight for convenience in operation. These hatches are so shaped as to fit the trough of the chute snugly when closed, and the pulley weight is attached with a fusible link which will melt at a temperature of 150 degrees, allowing the door automatically to close tightly over the floor opening, by gravity. This design of fire hatch has the approval of the National Board of Underwriters, and has been installed in some of the finest fireproof warehouses in the country, as well as for the use of the United States Government.

It will be seen that a combination fire door and switch delivers loads at floor level. For the purpose of delivering loads onto sections of conveyor, or onto a receiving table, it is of course usually necessary that they be delivered above floor level, and for such purpose counter-balanced drop switches can readily be installed at any elevation desired, the floor level hatch serving as fire door only. These drop switches consist of a one-quarter turn of trough, hinged at the lower end.

Unless loads are delivered to a conveyor, it has been found from experi-

ence that when chutes handle packages much in excess of 300 pounds it is best to arrange for delivery onto the floor, and to save the floor from wear it is usual to arrange a sheet of steel to take delivery. If two-wheel trucks are to be used, loads can be picked from the floor readily than if delivered to higher elevation.

If light packages, such as are usually handled by jobbing grocers, druggists and hardware men, are to be carried in the spiral, a receiving table for delivery of loads at an elevation of about 30 inches above the floor can be supplied. This table is made with a steel frame and is provided with a galvanized steel top made in concave form, so that packages pressed from behind will not wedge sideways over the edge. A design of table may also be provided which is fitted with hinged legs, so that one end can be lowered to the floor, the table serving to receive loads at table height or at floor level, as desired.

This brief résumé on spiral chutes should give the warehouseman a very comprehensive idea as to what to guard against when purchasing this type of equipment. There is one point which the writer would like to mention in the method of operation—something which has been tried out by the warehousemen and found quite successful:

By means of a special pressure plate built into the chute it is possible to attach, by the use of levers, an automatic counting device which checks the number of packages delivered to the first floor of the warehouse. The total each day can be checked against the tally sheets, to show how many packages are delivered out of the house. This same idea can be carried further and counters can be installed at each floor, and the exact number of packages delivered to the chute from each floor can be automatically determined.

New Bethlehem Truck Equipped with Four-Wheel Brakes

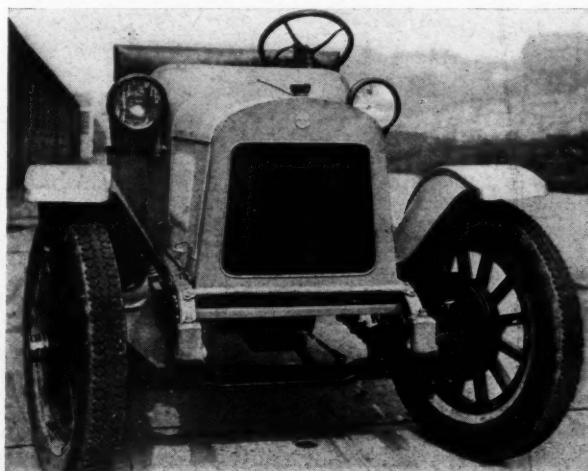
ANNOUNCEMENT is made by the New Bethlehem Motors Corp., New York, manufacturers of the New Bethlehem motor truck, of the adoption of four-wheel brakes after experimenting along this line at the plants in Allentown and Pottstown, Pa.

The front wheel brake axle being put under the New Bethlehem products is now available on the "Airline" 1-ton and will shortly be available on the 2-ton and 3-ton vehicles known as the "Fast Freight" and "Heavy Duty" models.

The front wheel axle is simple in design and is declared to be effective and efficient in operation. It is the reverse Elliott type with the usual I section at its center. The pivot pin is inclined, and the wheel spindle is inclined downward 1½ degrees from the horizontal, giving substantially center point steering. It is stated further:

"The decided advantage gained by the use of internal expanding brakes, fully enclosed, and the elimination of exposed toggles, cable and bands, makes for simplicity, and provides a front wheel brake axle which operates under all road and local conditions without interfering with truck steering.

"Traffic conditions both in the cities and on the highways have created a need for better control of automotive vehicles. There is no possibility that traffic conditions will improve, and it is inevitable that they will grow worse, but better



vehicle control can be secured, and it is only logical that drivers and public alike should demand it."

FROM THE LEGAL VIEWPOINT

By George F. Kaiser

Warehouseman's Responsibility

LEGAL EDITOR, *Distribution & Warehousing*: Some time ago we saw in one of your numbers a review of a case involving the storage of a lot of household goods, and a somewhat similar case has arisen with us.

We accepted for storage a lot of five boxes household goods. These goods were in storage about a year, and upon delivery, the owner, after opening the boxes, claimed a shortage of approximately \$75 in value. The boxes were delivered intact, and upon examination the contents did not appear to have been molested. The owner furnished an itemized list of 38 articles which he claimed were short.

When we accepted the lot for storage, we were not furnished with an itemized list of the contents of the boxes, but simply received them as "5 boxes of household goods."

Will you please be kind enough to advise the liability in this case, and if possible furnish us with reference to the above mentioned article.—*C. S. & D. Co., Raleigh, N. C.*

Answer: The best thing for you to do in order to avoid a repetition of an occurrence of this kind is to put a clause in your warehouse receipt limiting your responsibility for articles left in receptacles unless their value is made known to you, noted on the receipt and a higher rate of storage paid. It also would be a good idea to receive such goods not as "5 boxes of household goods," but to describe them as "5 boxes of household goods, contents unknown."

Question as to whether the acceptance of a receptacle such as a box, chest, package or envelope, charges a warehouseman as a bailee of the contents, is one on which the Courts of the different States seem to differ.

In one Massachusetts case—*Lawrence vs. Old Lowell National Bank*, 230 Mass. 342—the Court held that the bank, having accepted a box without knowledge of its contents from a customer for safe-keeping, was not liable in damage for failure to produce and deliver a will.

On the other hand there are a number of cases where the Courts have seemingly regarded one taking a receptacle for safe-keeping as liable for the alleged loss of the contents even though he had no knowledge of what the receptacle contained.

In one Missouri case, that of *Shepard vs. Peoples Storage & Transfer Co.*, 343 S. W. 193, the Court decided that, although the warehouse receipt given for household goods provided that the warehouseman was not responsible for arti-

cles left in unlocked drawers of furniture, it was a jury question whether he was negligent when the customer testified that the drawers were locked.

Of course, in every case, reasonable care in storing goods, and a warehouseman is liable only to use reasonable care, depends largely on circumstances, for what would be reasonable care concerning the storage of one class of goods would not be reasonable care concerning the storage of another class of goods.

In your case I would advise you to consult local counsel and arrange to have them defend any action the customer may bring. We assume that they cannot show any negligence on your part in keeping the goods and I think you will be able to defend it successfully. This is particularly true if the boxes were not broken open, etc., when redelivered to the customer.

What Don't You Know?

MR. KAISER answers legal questions on warehousing, transfer and automotive affairs.

There is no charge for this service.

Write us your problems. Publication of inquiries and replies gives worth-while information to you and to your fellows in business!

When Receipt Is Lost

LEGAL EDITOR, *Distribution & Warehousing*: Will you kindly advise us the proper procedure when a party to whom we issued negotiable warehouse receipts loses them and desires to take the goods out of the warehouse. Thanking you for the favor of an early reply, we are, *C. V. & S. Co., Sacramento, Cal.*

Answer: Of course the real owner of goods is entitled to demand possession of them from you as a warehouseman notwithstanding that he may have lost the negotiable warehouse receipt you issued to him. A warehouseman, however, would be very foolish if he delivered the goods to such an owner without indemnity.

In your State, California, Act. No. 4320 of the Laws of 1909, entitled "An act making uniform the warehouse receipts law," paragraph 14 provides: that where a negotiable receipt has been lost or destroyed, a Court of competent jurisdiction may order the delivery of the

goods upon satisfactory proof of such loss or destruction and upon the giving of a bond with sufficient sureties to be approved by the Court to protect the warehouseman from any liability or injury which he or any person by such delivery may incur by reason of the original receipt remaining outstanding. The Court may also in its discretion order the payment of the warehouseman's reasonable costs and counsel fees.

The delivery of the goods under the order of Court, as provided in this section, shall not relieve the warehouseman from liability to a person to whom the original receipt has been or shall be negotiated for value, without notice of the proceedings or the delivery of the goods.

The practical thing for you to do, therefore, under your own State law is to sit tight until proceedings are started against you for the recovery of the goods, at which time you should retain local counsel to take care of your interests.

Express Co.'s Responsibility

AN express company selling goods shipped to a wrong destination is liable for full value thereof, it was decided in a recent Mississippi case.

On June 8, 1920, the plaintiff delivered to the defendant, the American Railway Express Co., at Detroit, Mich., three trunks containing household goods, to be sent to Sauk Rapids, Minn. A receipt showing a declared value of \$250 was delivered to the plaintiff but not signed by him.

The trunks did not reach Sauk Rapids. The plaintiff notified the express company of this, and a search was commenced. The trunks were not found. In April, 1921, the plaintiff brought an action for the loss of the goods.

On April 30, while the action was pending, the trunks, which had been sent to Grand Rapids, were sold as unclaimed express, the defendant receiving the proceeds of the sale. It appeared that the trunks were opened, and that in the trunks were letters which would have shown the name of the owner and that Sauk Rapids was the destination.

The defendant did not deny liability, but contended that under the Cummins Amendment of August 9, 1916 (U. S. Comp. St. Sec. 8604a) its liability was limited to \$250, the released value of the shipment shown in the receipt.

The two following questions were presented for the Court's decision:

1. Was it necessary, under the Cummins Amendment, that the express receipt be signed by the shipper in order.

that he be bound by the declared value?

2. Was there such an actual conversion of the goods that there could be a recovery of actual value, irrespective of the declared or released value?

The Court answered the first question in the negative. It held that the receipt was binding upon the shipper, although not signed by him, as his acceptance of the receipt, the contents of which he was presumed to know, was an assent to its terms making it the written agreement of the parties. Therefore, the plaintiff was limited in his recovery to the declared value unless the carrier was liable as for an actual conversion of the goods.

Upon consideration of the second question the Court found that the express company was liable for an actual conversion of the goods. It, therefore, held that the plaintiff was entitled to recover the full value of the shipment.

Sands vs. American Ry. Express Co., Supreme Court of Minnesota (193 N. W. Rep. 721.)

Innocent Buyer Protected

THAT an innocent purchaser of a draft attached to a bill of lading is protected against attachment of the proceeds for a claim against the shipper,

was the decision in a recent Mississippi case.

The plaintiff purchased a car of hay from the Southwestern Grain Co. at Ripley, Tenn. The car was shipped to the plaintiff with a bill of lading attached to a draft drawn on the plaintiff payable to the First National Bank of Ripley, Tenn., or order. The car was consigned to the Southwestern Grain Co., by a standard "Shipper's Order Notify" bill of lading.

The plaintiff paid the draft drawn on it at the Merchants & Planters' Bank at Tulsa, Miss. Subsequently it unloaded the car and found that the shipment was short in weight. The plaintiff then sought to attach the proceeds of the draft in the hands of the Merchants & Planters' Bank.

It was held that, since the shipment of the hay was an interstate shipment, the case was governed by the Federal Uniform Bills of Lading Act. This Act, in substance, frees the innocent holder or assignee of the draft and bill of lading in an interstate transaction from any liability upon the contract between the shipper and purchaser. The Court held, therefore, that the proceeds of the draft in the hands of the Merchants & Planters' Bank could not be held to satisfy

the claim of the purchaser against the original shipper because the First National Bank of Ripley had purchased the draft and bill of lading in good faith. (*First National Bank of Ripley, Tenn., vs. Tehula Commercial Co.*, Supreme Court of Mississippi, 95 So. Rep. 742.)

Independent's Expansion

The Independent Warehouses, Inc., New York City, has organized the Independent Warehouses, Inc., in Georgia, and will operate a large cotton warehouse at Athens, Ga., during the coming months. The company will not buy cotton or act as cotton operators, but will engage in storing the staple only. The Athens plant will be under the supervision of A. R. Nicholson, a well-known cotton expert in the South, and will be managed by Robert Could.

Lightning Strikes Warehouse

Lightning struck the plant of the Blytheville Compress & Warehouse Co., Blytheville, Ark., on Sept. 19. The building caught fire and about 2300 bales of cotton were destroyed. Loss to building and contents was estimated at approximately \$400,000.

RECENT legal cases of interest to warehousemen are digested herewith. A full printed report of any case may be obtained for twenty-five cents by addressing the editor of *Distribution & Warehousing* to cover publisher's costs. Key number should be specified.

(Okla.) Under Comp. St. 1921, § 11112, the holder of warehouse receipts or tickets is considered the actual and exclusive owner, to all intents and purposes, of the property therein described, in the absence of evidence qualifying the delivery of the receipts, such as the evidence of a contract of pledge.—*First Nat. Bank v. Neil P. Anderson & Co.*, 216, P. 111. Key No. 14.

(Ga. App.) Duties and liabilities of bonded public warehouseman are fixed by law (Park's Ann. Code, §§ 2912-2921).—*Roanoke Banking Co. v. J. E. Dunson & Bros. Co.*, 117 S. E. 826. Key No. 2.

(La.) Under Uniform Warehouse Receipts Act, §§ 39, 42, rights of holder of non-negotiable receipt for rice were measured by rights of his transferor at moment of notification to warehouseman of the transfer.—*Brock v. Atteberry*, 96 So. 505. Key No. 16.

(Under Uniform Warehouse Receipts Act, §§ 39, 42, where, before notice to warehouseman of transfer of non-negotiable receipt, new negotiable receipts had been issued to transferor, transferee's ownership of the property was subject to claims of holders of negotiable receipts, and warehouseman was not required to deliver the property without their surrender.—*Id.*)

(Where, before notice to warehouse-

man of transfer of non-negotiable receipt for rice, negotiable receipts had been issued to transferor, warehouseman was not required to give transferee notice of issuance of the negotiable receipts and incurred no liability by not doing so.—*Id.*)

(One issuing non-negotiable warehouse receipts for rice was under no obligation to require its return before issuing negotiable receipts for the same rice.—*Id.*)

(Ga. App.) When bonded public warehouseman receives cotton from, and issues receipt to, person apparently in rightful possession, without notice of another's ownership, he is not liable to true owner for conversion, unless owner intervenes and demands property or gives notice of his rights before cotton is surrendered to holder of receipts.—*Roanoke Banking Co. v. J. E. Dunson & Bros. Co.*, 117 S. E. 826. Key No. 25 (5).

(La.) Cotton compress and warehouse company which left cotton on open platforms and leaky and compressed it when in a wet condition, though it should have known this would ruin the cotton, held negligent.—*Smith v. Richland Compress & Warehouse Co.*, 96 So. 668. Key No. 24 (2).

(Mass.) Under the United States internal revenue laws (U. S. Comp. St. § 6009 et seq.), relating to bonded warehouses for the storage of distilled spirits on which the tax has not yet been paid, section 5999, requiring a mortgagee of such warehouse to stipulate that the lien of the United States should have priority over the lien of the mortgage, and section 6010, permitting use by suc-

cessor in the business of the warehouse, only after setting apart a portion of it for the storage of the spirits distilled by the original owner, the purchaser at foreclosure sale of a bonded warehouse does not thereby become the warehouseman of the spirits stored by the mortgagee therein, and is not entitled to collect storage charges from the holders of negotiable warehouse certificates issued by the original distiller for such liquor.—*Packer v. International Trust Co.*, 139 N. E. 808. Key No. 27.

(An obligation by the holder of warehouse receipts for spirits stored in a bonded warehouse to pay taxes and storage on the spirits was one owed to the distiller, and not to a subsequent purchaser of the bonded warehouse at foreclosure sale, where the finding of the trial judge that there was no contract, express or implied, rendering defendant liable for the storage charges, under G. L. c. 105, § 37, was sustained by the evidence.—*Id.*)

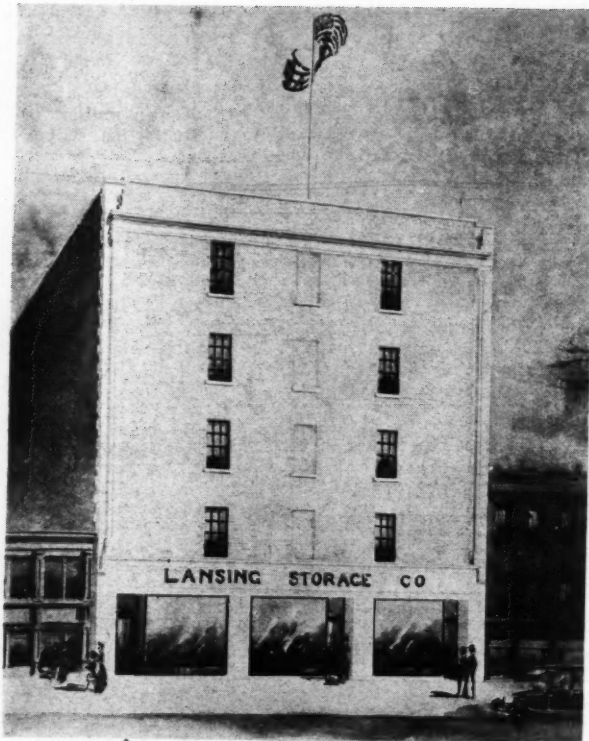
(Mass.) If the purchaser at foreclosure of the bonded warehouse thereby acquires a lien on liquors stored therein for the amount of the storage charges, such lien was lost by delivery of the property to the holders of warehouse certificates therefore.—*Packer v. International Trust Co.*, 139 N. E. 808. Key No. 32½.

(U. S. C. C. A. Or.) In an action against a cold storage company for loss of loganberries stored, alleged to have been due to want of proper care, evidence of the condition of other berries of the same kind shipped from the same plant during the same period, held competent.—*Reid v. Baker*, 288 F. 969. Key No. 34 (6).

Lansing Storage Co.
Lansing, Mich.

What's What

LX



THE furniture storage facilities of Lansing, Michigan, will be increased by the erection of the new warehouse of the Lansing Storage Co. The building is to be five stories in height, with a basement, and will have brick enclosing walls. It is planned to make the structure thoroughly fireproof throughout. It will be steam heated.

The warehouse will contain a large freight elevator, and burglar-proof vaults for the storage of securities, trunks and rugs.

The front will be of cream-colored glazed terra cotta and Kittoning pressed brick of a similar color, making a very pleasing combination.

The plans call for loading and unloading of furniture through the basement, the vans to enter the building from a driveway leading from Grand Street, the level of this street being a story-height lower than that of Washing-

ton Avenue. The loading platform will be sufficiently wide to permit three vans to draw up to it at one time. The basement will contain also the shipping and packing rooms.

The front of the first floor will comprise the company's offices and two stores. The office is to be finished in Caen stone, with Art Marble floors, and will be so laid out as to provide efficient service for customers. In the rear of the first floor will be located a burglar-proof silver vault built of reinforced concrete and having a burglar-proof door. In the rear will be also a large trunk vault of similar construction, and a piano room where an even temperature will be maintained.

The remainder of the building will be devoted to the storage of furniture, with the fifth floor divided into fireproof storage rooms enclosed with tile walls with fireproof doors.

The entire building will be constructed in accordance with the requirements of the National Board of Fire Underwriters, to bring the insurance rate to the lowest possible level.

The warehouse was designed by and is being erected under the supervision of George S. Kingsley, warehouse architect, of New York and Chicago.

in New Buildings

LXI

Bekins Fireproof Storage
San Francisco

BEKINS FIREPROOF STORAGE, of California, has commenced construction of its thirteenth household goods warehouse, at Geary and Masonic Streets, San Francisco. The company now has furniture storage plants in operation in Oakland, Los Angeles, Fresno and San Francisco.

The new building will be a reinforced concrete Class B Structure, with brick exterior, and with the offices done in marble and tile. The cost is to be \$150,000, with completion fixed for May 1, 1924. Fireproof construction is guaranteed throughout the seven stories and mezzanine floor. There will be three floors of private rooms, and the mezzanine floor will be devoted to piano storage.

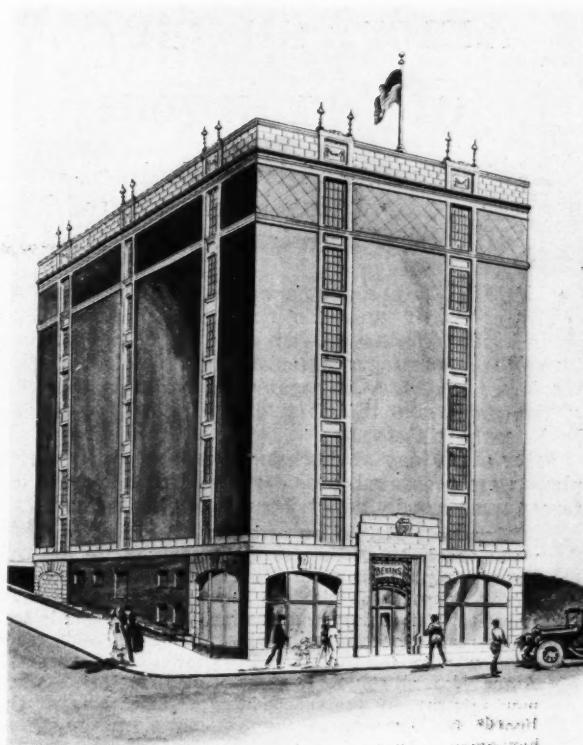
The main entrance will be on Geary Street, where the offices will be located, and the loading in and out will be done on the second floor, naturally level with Masonic Street. This arrangement will leave space for the offices on the first floor without cutting into the storage space.

The new plant is to be 60 by 100 feet in ground area, with 45,000 square feet of floor space. An automatic fire alarm system is to be installed, and there will be electric freight elevators, with another electric elevator exclusively for passengers.

A vault will be built in for silver storage, and there will be a large and especially equipped rug room.

The location is one of the most desirable for furniture warehousing in San Francisco.

In connection with the construction of this new storage plant the Bekins company is carrying on a campaign to establish the name "depository" in place of "warehouse" for furniture storage establishments. Advantage is taken of the new construction to carry large advertising in all San Francisco newspapers, and in this is stressed the need of another fireproof depository in the city, and the public is asked to telephone for an explanation of the service. This is an example of one kind of advertising which benefits all of the household goods storage industry, as well as the individual company doing the advertising.—H. H. Dunn.



WITH THE ASSOCIATIONS

Officers and Committee Chairmen of Trade Organizations of the Warehouse Industry Are Invited to Contribute News to This Department

American and National Effect Basis of Arrangement for Consolidation

Tentative Plan Is Outlined for One Major Association as Means of Eliminating Duplication of Effort and Convention Expenses—The Two Organizations Will Hold Joint Meeting at Galveston in January

A DEFINITE basis for a working arrangement looking toward consolidation of the American Warehousemen's Association and the National Furniture Warehousemen's Association was established by the directors of the two organizations at a joint meeting of the directors at the Hotel Traymore in Atlantic City, N. J., early in October.

After a full day of discussions during which various plans were presented, considered and rejected, the conferees unanimously adopted the following memorial:

"Resolved: That if an arrangement can be made by which the National Furniture Warehousemen's Association, retaining its name and the control over its own affairs, consolidates with the American Warehousemen's Association in a new organization, the American Warehousemen's Association merging its household goods division with the National Furniture Warehousemen's Association, all subject to supervision, in matters of common interest, by the consolidated organization, we, the Boards of Directors of the National Furniture Warehousemen's Association and American Warehousemen's Association, in joint meeting assembled, favor such action."

After adoption of this resolution it was decided that committees should be appointed by the presidents of the two associations—W. W. Morse, Minneapolis, and F. L. Bateman, Chicago—to work out details based upon the spirit of the resolution and to submit reports to the respective organizations. The committees, one representing each association, will each comprise five members, with the presidents serving among the ten committeemen. Mr. Bateman presided at the Atlantic City conference.

Conferees Neutral Minded

IT may be stated that all of the directors who attended the Atlantic City meeting came into the session with neutral minds, and that neither organization had any direct definite plan of action which it hoped the other association might agree to.

Throughout the day the discussions were of wholly friendly character, and the representatives of each association indicated a willingness to meet the representatives of the other half way in an effort to arrange in some way so that in future years there might be one major warehousing organization.

It was the consensus of opinion, from the start of the meeting, that the existence of one major association, in-

stead of two as at present, would tend to eliminate duplication of effort in the furniture branch of the industry and would cut down traveling expenses in connection with convention attendance.

It is not expected that the details of the proposed plan can be worked out within a few months. It was recognized that it may a year, perhaps longer, before the suggested consolidation could be effected. But the understanding reached at Atlantic City is a harmonious one, and there seemed to be no question in the minds of the conferees but that, at the proper time, the two associations would be merged, thereby conforming to the wishes of the rank and file of the members.

Under the working agreement decided upon, the consolidated organization will be known as the American Warehousemen's Association. It will have three branches, just as the present A. W. A. has—household goods, cold storage and merchandise. The household goods branch will be called the National Furniture Warehousemen's Association, the name of the N. F. W. A., thus being preserved. This household goods branch will contain all of the members of the N. F. W. A. as now constituted, and all of the household goods members of the A. W. A. as now constituted. In this connection, it is recalled, that there are many household goods warehousemen who are already members of both associations.

Convention at Galveston in January

AFTER the adoption of the resolution it was unanimously voted that the American and the National should hold their next convention jointly. Galveston, Texas, was selected as the meeting place after many cities had been considered, including Jacksonville, Chicago, Kansas City, New Orleans, Hot Springs, Va.; Hot Springs, Ark.; White Sulphur Springs, W. Va., and Atlantic City.

Discussion as to when the convention ought to take place developed consensus of opinion that January, rather than December, would be preferable to the majority of the members of the two associations. Accordingly the latter part of January was agreed upon, and the week beginning Monday, Jan. 21, has since been designated by a joint committee appointed to arrange convention details.

The convention will occupy one entire week, concluding on Saturday. There will be joint sessions of all

three branches, and individual sessions. At the individual sessions of the furniture warehousemen the household goods members of the American will meet with the members of the N. F. W. A. For the N. F. W. A. it will be the customary semi-annual convention and no officers will be elected. For the A. W. A. it will be the thirty-third annual convention, with election of officers as part of the program.

In connection with future convention activities it may be announced that there is no thought of abandoning the Summer meeting of the N. F. W. A. It is the National's custom to hold its annual convention each July, officers for the new year then being elected, and this custom will not be discontinued even after consolidation is effected in due time.

UNDER the auspices of the Texas Warehouse and Transfermen's Association an elaborate entertainment program is being worked out and was outlined briefly at the Atlantic City meeting by William I. Ford of Dallas, who is one of the N. F. W. A. directors. A special train will start from St. Louis and go to Galveston by way of Kansas City and Dallas. This train will be at the exclusive disposal of the warehousemen throughout the convention and on the return trip. During the convention the delegates will be taken across the international line into Matamores, Mexico, for a day of sight-seeing. Other features on the program are a banquet at Brownsville, Tex., during the trip to Matamores; a banquet at McAllen, Tex., where the warehousemen will be the guests of the McAllen Chamber of

American Warehousemen's Association

Directors' Meeting

PRIOR to the joint meeting of the A. W. A. and the N. F. W. A., as explained on these pages, the directors of the A. W. A. convened, also at Atlantic City. In connection with the plans for consolidating the two major associations the executive committee of the household goods division of the A. W. A. presented to the A. W. A. directors the following resolution which had been adopted at the committee's meeting in Buffalo on Oct. 5:

"Resolved, That the executive committee of the household goods division of the American Warehousemen's Association recognize that there is much duplication of effort and expense in the trade associations of our industry and favor considering a plan that would eliminate such duplication, by holding joint meetings or possibly by a combination of associations."

The treasurer, Clarence A. Aspinwall, Washington, D. C., presented his report, showing that the A. W. A. has \$10,000 in reserve, invested in high class bonds, and about \$10,000 in cash. A report by the secretary, Charles L. Criss, Pittsburgh, showed that the dues of nearly all members had been paid for the current year.

Consolidation Committee

Subsequent to the Atlantic City joint meeting of the A. W. A. and N. F. W. A.

directors, W. W. Morse, Minneapolis, president of the A. W. A., announced the appointment of the following committee to represent the A. W. A. in the further negotiations, as provided for at Atlantic City:

Joseph W. Glenn, Buffalo, vice-president in charge of the household goods division.

Gardner Poole, Boston, first vice-president.

Clarence A. Aspinwall, Washington, D. C., treasurer.

John G. Neeser, New York, director.

Under the arrangement effected at Atlantic City Mr. Morse will serve as a member of this committee.

In a letter, dated Oct. 20, to members, Mr. Morse announced that the Central Warehousemen's Club had been invited to hold its winter meeting in conjunction with the A. W. A. and the N. F. W. A. Discussing the action in selecting Galveston, Mr. Morse said:

"It was felt by the board of directors in making this decision that not only was it very desirable to hold our mid-Winter convention at the same time and place as the other associations in order to save our members the expense of time and travel in attending mid-Winter meetings at various cities, but also that the city of Galveston should be selected as the place on account of the urgent desires of our members in the South that the meeting this Winter should be held in some Southern city, and particularly the very urgent desire of our Texas members that the meeting this year come to the State of Texas."

"Your directors were further urged to the choice of Galveston by the feeling

(Concluded on page 36)

Commerce, and a motor car tour of the Rio Grande Valley, with the McAllen Chamber again the host. The McAllen visit will take place probably after the close of the week's convention. The special train will then pick the delegates up and convey them to Houston.

Attending the Atlantic City meeting were the following:

Representing American Warehousemen's Association—President W. W. Morse, Minneapolis; First Vice-President Gardner Poole, Boston; Secretary Charles L. Criss, Pittsburgh; Treasurer Clarence A. Aspinwall, Washington, D. C.; and the following directors: Roy C. Griswold, Chicago; W. E. Halm, New York; L. T. Crutcher, Cleveland; J. W. Glenn, Buffalo; John G. Neeser, New York; H. L. Halverson, Minneapolis; J. R. Shoemaker, Elmira, N. Y., and W. B. Mason, Providence, R. I.

Representing National Furniture Warehousemen's Association—President F. L. Bateman, Chicago; Second Vice-President William T. Bostwick, New York; Third Vice-President S. C. Blackburn, Kansas City; Fourth Vice-President W. Fred Richardson, Richmond, Va.; Secretary Ralph J. Wood, Chicago; Treasurer James F. Keenan, Pittsburgh; Field Secretary Henry Reimers, Chicago, and the following directors: T. Y. Leonard, Detroit; William I. Ford, Dallas; Grant Wayne, New York; Charles S. Morris, New York; Martin Kennelly, Chicago; Ben S. Hurwitz, Houston; Walter E. Sweeting, Philadelphia; J. H. Troyer, Chicago; William L. Smith, Cincinnati, and R. V. Weicker, Denver, together with C. J. Neal, Cleveland, chairman of the reciprocal relations committee of the N. F. W. A.

National Furniture Warehousemen's Association

Committees Appointed

F.L. BATEMAN, Chicago, president of the National Furniture Warehousemen's Association, has announced appointment of committees for the year ending next July. The chairmen are:

Legislative: Clarence A. Aspinwall, Washington, D. C., chairman, and Judson M. Davis, Los Angeles, vice-chairman.

Uniform methods: S. C. Blackburn, Kansas City. Division of standard forms, Earl C. Iredale, Evanston, Ill., vice-chairman. Division of standard furniture packing, J. L. McAuliff, Chicago, vice-chairman. Division of standard estimating methods, Edward A. Murdoch, Pittsburgh, vice-chairman. Division of uniform warehouse receipts, C. J. Hamilton, Baltimore, vice-chairman.

Labor: Daniel P. Bray, Kansas City, chairman, and A. H. Hollander, Chicago, vice-chairman.

Traffic: David Bowes, Chicago, chairman, and W. R. Thomas, Cleveland, vice-chairman.

Cost and accounting: William R. Wood, New York, chairman, and William T. Bostwick, New York, vice-chairman.

Publicity: Walter E. Sweeting, Philadelphia, chairman, and C. J. Hamilton, Baltimore, vice-chairman.

Convention: Ralph J. Wood, Chicago, chairman, and Grant Wayne, New York, vice-chairman.

Membership: Buell G. Miller, Philadel-

phia, chairman, and M. A. Keyser, Salt Lake City, vice-chairman.

Rates: Milo W. Bekins, Los Angeles, chairman, and Melvin Bekins, Omaha, vice-chairman.

Finance: F. H. Hebbard, Chicago, chairman, and J. H. Troyer, Chicago, vice-chairman.

Insurance: Walter C. Gilbert, New York, chairman. Building division, John G. Neeser, New York, vice-chairman. Transit, C. W. Pimper, Washington, D. C., vice-chairman. Liability, R. A. Chapin, Portland, Ore., vice-chairman.

Reciprocal relations: C. J. Neal, Cleveland, chairman, and E. M. Bond, Nashville, vice-chairman.

Warehouse construction and operation: T. A. Jackson, Chicago, chairman, and George Rutherford, Cleveland, vice-chairman.

Motor vans and moving equipment: T. Y. Leonard, Detroit, chairman, and Robert Coddington, Chicago, vice-chairman.

Inter-city and long distance removals: Harry C. Schroeder, Indianapolis, chairman. Division of laws, rules and regulations, W. Lee Cotter, Mansfield, Ohio, vice-chairman. Division of operating methods, Reed Bekins, San Francisco, vice-chairman. Division of highway motor van equipment, T. Y. Leonard, Detroit, vice-chairman. Division of rates and charges, Milo W. Bekins, Los Angeles, vice-chairman.

Inter-City Removals

Henry Reimers, the National's field secretary, has sent to the members a letter asking for facts regarding inter-city long distance hauling. From the replies received Mr. Reimers hopes to correlate the following information:

1. The possible volume of such business in the United States.
2. Possible volume of such business segregated to districts.
3. The direction of movement in districts.

Each member is requested to record, on a supplied form, "all household goods received or forwarded by rail or truck from a distance considered in your locality as a long distance move" during October.

Standard Forms

To the presidents of all the State and local furniture warehousemen's associations Mr. Reimers has addressed a letter urging them to send copies of the following forms:

Warehouse receipt, storage order, removal order, order to increase valuation, shipping order, packer's ticket, order to deliver from storage, access to goods stored, tally sheet, call order.

After these have been obtained Mr. Reimers will submit them to the National's uniform methods committee with a view to having standard forms prepared for use nationally. Commenting in his letter, Mr. Reimers says in part:

"When we speak of adopting standard forms, we do not mean that everyone in the industry should scrap forms that are giving the accounting results desired, but what we do mean is that we should have standard forms provided for

those requiring better means of accounting for business operations. . . . It is highly important that we get some definite action back of this matter. Some of these subjects have been carried along from year to year without ever getting out of the discussion stage. We intend to carry them through and have them properly disposed of."

Pool Car Rates

The Cleveland Furniture Warehousemen's Association and the Illinois Furniture Warehousemen's Association each has adopted a rate of 25 cents per hundredweight for transfer of pool cars and has so registered with the secretary of the National Furniture Warehousemen's Association.

American Warehousemen's Association

(Concluded from page 35)

that Galveston will not only be convenient for our members in the southern part of the United States but will also be fairly convenient for our members on the Pacific Coast, and it is hoped that our mid-Winter meeting this year will see a large delegation from the Pacific States in attendance."

T. E. Witters Honored

A banquet in honor of T. E. Witters, Baltimore, was given at the Hotel Traymore, Atlantic City, during the early October meetings there, by the directors of the A. W. A. and the members of the association's Central Bureau committee, of which Mr. Witters is the chairman.

The dinner was a testimonial to Mr. Witter's long labor as head of the Central Bureau committee which prepared and issued the book, "Merchandising Warehousing—An Encyclopedia." The participants were:

W. W. Morse, Minneapolis, president; Gardner Poole, Boston, first vice-president; Roy C. Griswold, Chicago, merchandise divisional vice-president, and Mrs. Griswold; O. J. Glenn, Buffalo, household goods divisional vice-president; Clarence A. Aspinwall, Washington, D. C., treasurer; Charles L. Criss, Pittsburgh, general secretary; John G. Neeser, New York, director; H. L. Halverson, Minneapolis, director; W. B. Mason, Providence, R. I., director; W. E. Halm, New York, director, and Mrs. Halm; L. T. Crutcher, Cleveland, director; R. V. Weicker, Denver, member merchandise executive committee, and the following members of the Central Bureau committee: Mr. Witters, chairman; Chester B. Carruth, Chicago; William I. Ford, Dallas; H. I. Jacobson, New York; E. H. Maxwell, New York; John Nichols, Boston; S. G. Spear, Boston, and D. L. Tilly, New York.

Telegrams of congratulation were received from M. C. Byers, president of the Western Maryland Railroad Co., which owns the Baltimore Fidelity Warehouse Co., of which Mr. Witters is vice-

president; John Bekins, Omaha, a member of the central bureau committee, and George S. Lovejoy, Boston, who, as A. W. A. president in 1914, appointed the committee on basis of rate making, which was the predecessor of the Central Bureau committee and of which Mr. Witters was the chairman.

President Morse presided at the Witters dinner and talks commending the guest's activities on behalf of warehousing were made by all the men present. The affair concluded with the adoption of a motion by Mr. Griswold making Mr. Witters an honorary life member of the A. W. A.

Membership Changes

The following changes in memberships in the American Warehousemen's Association are announced by the general secretary, Charles L. Criss, Pittsburgh:

New member—Pacific Commercial Warehouse, Inc., Los Angeles. With the merchandise division. John D. Spreckels is president and B. E. Whitmarsh is secretary and manager.

Resigned—Commercial Truck & Storage Co., Tacoma, Wash.; Continental Warehouse Co., Chicago; Dixie Warehouse Co., Jacksonville, Fla.; Empire Transfer & Storage Co., Dallas; Harris Warehouses, Inc., New York; Lake Shore Cold Storage Co., Chicago; Merchants Warehouse Co., Detroit; Northeastern Storage & Distributing Co., Worcester, Mass.; Watson Bros. Stores, Inc., New York.

Cleveland Furniture Warehousemen's Assoc.

Officers Re-elected

At its annual meeting held on Oct. 10 at the Wade Park Manor the Cleveland Furniture Warehousemen's Association held its annual meeting and re-elected officers as follows:

President—O. L. Scott, president Scott Bros. Fireproof Storage Co.

Vice-President—C. J. Neal, treasurer Neal Fireproof Storage Co.

Secretary—W. H. Turner, secretary Lincoln Storage Co.

Treasurer—Thomas Heil, Jr., president Windermere Transfer & Moving Co.

Counselor—Thorne J. Moffett.

Sixteen members representing eight companies attended the meeting.

Missouri Warehousemen's Association

Semi-Annual Meeting

The Missouri Warehousemen's Association held its semi-annual convention at Excelsior Spring, Mo., on Oct. 19 and 20. One of the several forward steps was the appointment of a committee, in response to a recommenda-

tion in the address by the president, Daniel P. Bray of Kansas City, to consider finances and to suggest a plan for building a substantial reserve fund above \$1,000. The association has several hundred dollars in the treasury now.

A good net gain in the membership was reported by the secretary, William A. Sammis of Kansas City.

The report by the insurance committee, D. S. Adams, Kansas City, chairman, showed that substantial reductions in employees' liability rates had been obtained.

L. L. Leonard, St. Louis, chairman of the membership committee, was complimented on his careful investigation of the prospective membership field, showing twenty-three apparently eligible firms in the State.

A. H. Amelung, St. Louis, chairman of the bond committee, reported steps taken toward securing requirement of bonds from companies not having them, and the committee was instructed to proceed along the aggressive lines indicated.

The legislative committee, O. W. Thomas, Kansas City, chairman, was instructed to develop further its carefully prepared plan for national cooperation for protection of warehousemen regarding mortgaged furniture.

Each of the three divisions had protracted and animated sessions—the merchandise section under F. R. Long, St. Louis; the cold storage branch under R. H. Switzer, St. Louis, and the household goods men under Julian M. Gibson, St. Louis. Many of the women folks attended. The entertainment program was pleasing and the final afternoon was ideal for the golf tournament.

During the convention a committee was ordered appointed to present a code of ethics at the annual convention, next April.—B. S. Brown.

(Note.—The foregoing brief account of the Missouri convention was telegraphed to *Distribution & Warehousing* by Mr. Brown. A longer story will appear in the December issue.—Ed.)

Massachusetts Warehousemen's Association

Monthly Meeting

A GENERAL discussion and comparison of the warehouse service in other cities and Boston created considerable interest and brought forth much discussion among the score or more of warehousemen present at the monthly meeting of the Massachusetts Warehousemen's Association, which was held on Oct. 18 at the Boston City Club.

The meeting was called to order by the president, George S. Lovejoy, Boston. Anson M. Titus, Boston, the secretary, made a report on warehouse conditions and practices in other cities. In the general discussion of warehouse services one matter particularly brought up was the general dissatisfaction that is manifested toward distribution con-

signments in comparison with straight storage and handling of goods.

It was the sense of the meeting that continued study and education was the only remedy for the removal of present warehouse ills.

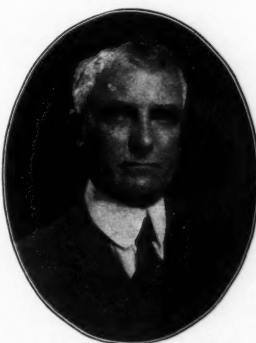
The handling committee, of which Samuel G. Spear, Boston, is chairman, reported progress on the work of the committee. The committee was asked to continue its study of car service costs with a view to securing a more dependable basis on which to determine rates.

The household goods members were much pleased with their special meeting which was held in the previous month at the office of the secretary and at which the principal topic of discussion was "Uniform Practices" in warehousing. These the association is endeavoring to develop for the best interests of all.

The household goods section is arranging for another such gathering in the near future and is planning for cooperation with the Freight Agents' Association in an educational campaign to promote proper packing and handling of household goods in shipment.—S. F. Holland.

Nebraska Warehousemen's Association

John Bekins



Elected first president Nebraska Warehousemen's Association at organization meeting, Omaha, Sept. 11. Mr. Bekins is president of the Bekins Omaha Van & Storage, Omaha

Pacific Coast Furniture Warehousemen's Ass'n

Insurance Rate Situation

DISCUSSION of compensation insurance was a feature of the seventh monthly meeting of the northern division of the Pacific Coast Furniture Warehousemen's Association at San Francisco on the evening of Oct. 6.

It was shown that rates on this form of insurance were out of proportion to the demands on it and that in the majority of instances the warehousemen paid premiums many times as great as the losses incurred by the insurance companies.

On motion by Harvey Lyon, San Francisco, the Northern's went on record urging the two divisions to undertake combining all employees under one classification, instead of dividing into the various classes now used.

The Northern's decided also to support the National Furniture Warehousemen's Association in any movement to obtain more equitable and lower rates on compensation insurance.

Exchange of experience developed the following figures as presented by various members present: 1922, \$200 paid in premiums and losses approximately \$1,700; 1920 and 1921, no losses, but premiums paid were respectively \$260 and \$255; 1922, premiums paid, \$346.50 and loss \$6.75; 1923, premiums paid this far, \$150, and losses \$150. 1922, premiums paid covering four warehouse plants, \$4,743, and losses \$3,821; 1921, 1922, and 1923 this far, losses totalling approximately \$50, with premiums amounting to at least ten times as much.

It was shown, in the discussion following adoption of Mr. Lyon's motion, that the rate has been constantly going up; that if the industry could prove a reduction in bad accidents, or that accidents were few in it, there should be a reduction in rates; and that it was essential in compensation insurance to differentiate between furniture warehousing and general warehousing, as the number of accidents in the former was held to be lower. It was further developed that in 1919, with total payrolls of \$46,110, the furniture warehousemen of California paid \$1,149 in premiums and sustained losses, five in number, on which a total of \$471 insurance was paid. In 1920, with a State payroll of \$74,615, the furniture warehousemen paid \$1,963 in premiums, while the losses, seven in number, totaled \$1,390.

It was the consensus of opinion that the reason for the high rates was the classification of the furniture warehousemen with the merchandise warehousemen. Until their moving departments were classified with the draymen, the furniture warehousemen paid a rate of \$2.39, but when they were classed with the draymen the rate rose to its present figure of \$3.06. The furniture warehousemen, however, are not numerous enough in the State to obtain a lower rate. It was shown also that from 1917 to 1920, inclusive, the furniture warehousemen of the State paid out \$292,000 in premiums, as compared with \$3,950,000 paid by the merchandise warehousemen.

This brought forth the suggestion, which was approved, that all classes of employees in the furniture warehouse industry be put in one classification, thereby gaining a lower rate, and, at the same time, presenting enough employees to get the industry out of the merchandise warehouse ranks. It was

estimated that by this action the rate could be reduced to about \$2. This would be of special benefit to the smaller furniture warehousemen, whose employees work under all classifications indiscriminately, and who cannot segregate their classes.

It was shown that the total premium paid for compensation insurance by the Pacific Coast Furniture Warehousemen's Association members is now approximately \$75,000 a year. John R. Driver, Berkeley, president, expressed opinion that the total payroll of the association members was sufficiently large to get the lower rate.

The point was made by Reed J. Bekins, San Francisco, that experience is the basis in forming the ratio of premiums to losses by the insurance companies, and by the State compensation insurance law. He urged, therefore, that all the furniture warehousemen cooperate actively with the law and with the insurance companies by getting disabled men back to work as soon as possible. If this were done, the time to be paid for by the insurance companies would be reduced, he said, and a considerable amount of "stalling" and loafing on the part of employees who really were able to return to work would be eliminated.

"The insurance paid to the employee all eventually comes out of the furniture warehouseman, do not ever permit yourself to forget that," Mr. Bekins added, "and it is to the immediate and vital interest of all of us that we cooperate quickly and strongly with the insurance companies. We must keep losses down to keep premiums down."

Further discussion developed the belief that there was too much good fellowship between employer and employee in this particular line of failure to get men back to work as quickly as possible; that there was too liberal an allowance of time on the part of the employers; that some workmen took advantage of this and remained away until the last day on which compensation insurance was to be paid; and that this condition was one of the strongest factors in keeping premiums high, because the losses, naturally, under such conditions, were higher than they should be.

An instance was cited in which a draying company of San Francisco deposited \$20,000 with the State and carried its own compensation insurance. In seven months that company saved itself \$2,100, and in six years was able to withdraw the \$20,000 and now carries a sinking fund for compensation insurance, at a large profit to itself. This was accomplished solely through close supervision over and watch on the men who were incapacitated from working by accidents.

"The furniture warehouseman," said Harry Gorman, San Francisco, "must stop being a good fellow as regards compensation insurance, or continue being stung for high premiums."

President Driver and R. J. Bekins, through questions to the members, brought out that only four or five had furnished the National Association with the data the latter requested on compensation insurance in their plants.

"If cooperation with the National will

save you 15 to 20 per cent on your premiums," said Mr. Driver, "it certainly is worth an hour or two of your time in getting together the data requested."

Opinion was expressed that cooperation with the National would enable the industry to make a nationwide showing of such magnitude that the insurance companies would be compelled to give a lower rate on compensation insurance.

A request from a Philadelphia firm of furniture warehousemen for information as to the influence of a world's fair on the warehousing industry of the city in which the fair is held, brought forth the general reply that, during such an exposition, the furniture warehousing business goes down, rather than up, but that for several years following there is a steady increase in the business, directly traceable to the advertising given to the city by the fair.

The fact was announced that one or two insurance companies would not furnish insurance covering damage suits which might be filed against furniture warehousemen because of loss of goods stored in a non-fireproof warehouse. These companies will assume the defense of such damage suits, and pay judgments, if any are given, against the furniture warehouseman who carries their insurance. Some of the warehousemen believed this could be obviated by printing, in large type on the warehouse receipts, a warning that the building in which the goods were stored was non-fireproof, and advising the customer to take out insurance on his goods.

The question was brought up as to who—the warehouseman or the railroad company—was responsible for loss of goods by fire, when the warehouseman has unloaded such goods within the 48-hour limit during which the railroad company assumes responsibility. It was the general opinion that, regardless of the 48-hour agreement, the responsibility passed to the warehouseman the moment he unloaded the goods from the car. It was admitted, however, that there was a technical point involved which would require a court decision for settlement.

Warehousemen's Assoc'n of the Port of New York

Business Situation Discussed

Discussion of warehousing conditions in the metropolitan district, as voiced at the October meeting of the Warehousemen's Association of the Port of New York, showed that labor was requesting increased wages, attributed to increases recently granted in allied lines.

Receipts of merchandise were reported as in general less than deliveries. Some rates on various commodities, including automobiles, were reported increased.

Out-of-town warehousemen attending include L. T. Crutcher, Cleveland, and Roy C. Griswold, Chicago.

MILLER WILL OPERATE BOSTON ARMY BASE PIER

A five-year lease of the South Boston Army Base pier has been signed by the United States Shipping Board with the Boston Tidewater Terminal Co. Harvey Miller, of Philadelphia, formerly president of the American Warehousemen's Association, and others associated with him in the operating of the Government pier at Philadelphia, are behind the Boston company, which was organized for the express purpose of taking over the Boston pier.

According to Mr. Miller, who has been in Boston conferring with President Howard Cooley and other officials of the Boston Chamber of Commerce, the large storage warehouse or principal building at the Army Base remains in control of the War Department and only that part of the Army Base that has been used by the United States Shipping Board has now been leased. This includes all of the docking or berthing spaces, the two-story pier shed, and the two wharf sheds at the end of the pier.

Mayor Curley and the Chamber of Commerce have been in close touch with the situation and the latter has been accorded privilege of naming two members of the board of directors of the Boston Tidewater Terminal Co., who will be representative of Boston interests.

Management of the Philadelphia Army Base during the past year by Mr. Miller has proved satisfactory and influenced the shipping board officials to give his company control of several Government terminals. Assurance has been received by the Boston Chamber of Commerce from both the Shipping Board and Mr. Miller that operation of the Army Base pier at Boston will be solely in interest of the port.

Owing to Mr. Miller's affiliations with western transportation lines there is good reason to expect that the new arrangement will result in the movement through the port of Boston of a considerable flow of business previously routed through other channels but for which the port of Boston is declared to be the natural gateway.

Lease of the place contains renewal clauses which would permit the Shipping Board to terminate the contracts at any annual period.

The financial consideration was not made public.

Alleged Silk Looter

Accused of being one of the gang which stole some \$200,000 worth of silk from the 15 Vesey Street plant of the Independent Warehouses, Inc., New York City, on Labor Day, William Butler, 24 years old, was arraigned in the Court of General Sessions on Oct. 20 and held in \$75,000 bail for trial.

An assistant district attorney said the authorities had information indicating that it took three days for the gang to put through the robbery, and that because of the Japanese earthquake and fire the value of the silk had increased more than \$100,000.

ANNUAL DISPLAY MADE OF ELECTRIC TRUCKS

AT the annual electrical show held in Grand Central Palace, New York City, electric vehicles of the commercial type were exhibited by the Autocar Co., the Commercial Truck Co., O. B. Electric Vehicles, Steinmetz Electric Motor Corp., the Walker Vehicle Co. and Walter Motor Truck Co.

In addition, industrial trucks (or inter-plant trucks as they are called by some producers) were shown by the Baker R & L Co. and the Yale & Towne Manufacturing Co.

Three makes of batteries for electric vehicles were represented: the Edison, Exide and Philadelphia.

Battery exhibitors also showed automobile and radio types.

Electric trucks have been standardized to a large extent, and changes in design are made only at long intervals. Consequently, there was little new to be found in this line at the show. Electric vehicle manufacturers, however, take advantage of progress being made in the automobile field, and it was observed that several had recently adopted high pressure systems of chassis lubrication.

The newest make in the electric truck field is the Autocar electric; to this line has been added a 3-ton model, which follows the 1-ton and 2-ton in general design. The 3-ton has a wheelbase of 126 inches, and the total loaded weight is in the neighborhood of 16,000 lb. The arrangement of the battery box, the location of the motor and the drive to the rear axle are the same as in the smaller models.

According to a sign displayed at the show, there are now 4334 electric trucks in service in the Metropolitan district, and it is claimed that twenty-five of these are more than twenty-one years old. The largest user of electric trucks in the country is the American Railway Express Co., which has 1407 of them, followed by the Ward Baking Co., with 967.

The two large electric companies, General Electric and Westinghouse, were on hand with exhibits of their products, the Westinghouse exhibit being devoted chiefly to battery charging apparatus. There were many exhibits of electrically driven tools, both wood-working and metal-working, and much space was devoted to lighting equipment and industrial applications of electricity.

A promotion booklet entitled "Putting Electricity to Work to Reduce Delivery Costs" has been issued by the Society for Electrical Development, Inc., in co-operation with the Electric Transportation Bureau of the National Electric Light Association. The booklet is addressed chiefly to central station operators, impressing upon them the importance of developing electric vehicle business as a means of increasing their load factor, and telling them how to do it.

Lansing Company Builds

Construction has been begun of the fireproof warehouse of the Lansing Stor-

age Co., Lansing, Mich. The building, five stories and basement, will be of reinforced concrete, with cement and steel lathe floors and brick partition walls, and will cost about \$150,000 when completed. It is hoped to have the structure completed by next spring. Each floor area is 50 by 100 ft.

Lee Bros., Inc., Buys

Lee Brothers, Inc., New York City, has purchased five-story storage buildings at the southeast corner of 125th Street and Third Avenue. This is the fourth large purchase by the Lee company in this vicinity in recent months.

Newcastle, Ind., Blaze

Fire at the plant of the Rose City Transfer & Storage Co., at Broad and Seventeenth Streets, Newcastle, Ind., on Oct. 5, caused an estimated loss of \$15,000. Several neighboring structures were destroyed.

TRUCK ECONOMY LIES IN SHORT HAUL ZONE

(Concluded from page 13)

land cities to New Haven by motor truck and by boat from New Haven to New York City. The correlation of motor and rail transportation is developing in New England similar to the joint motor truck and water transportation of freight. The service performed by Stone's motor truck express is typical of this development. Freight is transported by motor truck to selected rail shipping points and the long haul l.c.l. freight handled in car-load lots.

"The same correlated truck and rail service is being developed in territory tributary to Philadelphia, Baltimore, Washington, Camden, N. J., and the eastern shore of Maryland. This modern development in the correlation of highway transportation with rail and water agencies in the movement of freight is an economic function of motor transportation and offers an extensive field of development supplementing rail and water service. It is not competitive, provides a pick up and delivery service, allocates the short haul to motor truck transportation and the long haul to rail and water and provides rapid transportation of freight.

"In general manufacturers in the New England territory ship by motor truck for two principal reasons: (1) Rapid service. (2) Trade demands. The improvement in rail service in New England since Jan. 1, 1923, has resulted in a decrease in the motor truck freight hauled beyond the thirty-mile zone and indicates that when a given community is offered effective transportation by rail or water that the motor truck finds its most effective field in the terminal area, supplementary to existing transportation agencies, or in the short haul transportation of freight."

KNOXVILLE COMPANY OPENS ITS NEW PLANT

"IMAGINE Three Acres of Floor Space, and You'll Have Idea of Size of Fireproof Warehouse" is the headline which a Knoxville newspaper copy reader placed over a story of the formal opening, on Oct. 17, of the recently completed plant of the Knoxville Fireproof Storage Co., Knoxville, Tenn.

One of the largest structures of its kind in the South, and the largest of its kind in Knoxville, the new warehouse is six stories high, together with a basement, and contains 130,000 sq. ft. of storage space. It is built of concrete and brick and steel, and is equipped with sprinkler system on every floor. One side is for storing household goods and furniture only; the other is for merchandise storage. Elevators and spiral chute and other pieces of material handling equipment are features.

Two specially built motor trucks have been provided, one being a moving van 14 ft. long, 7½ ft. high and 6½ ft. wide. The other is a chassis with stake body.

On the opening day the public in large numbers was entertained at the warehouse, music being provided throughout the day.

D. R. Benedict, long identified with the public storage business, and who is secretary of the recently organized Southern Warehousemen's Association, is the Knoxville company's warehouse manager. The president is Eugene Galyon, president also of the Knoxville Lumber Co., and the other officers are interested in large business projects in Knoxville. The company, organized several months ago, is capitalized at \$300,000.

Port of Seattle to Build

The Port of Seattle, Inc., a municipal corporation which engages in public warehousing, is planning to build another warehouse and dock at an estimated cost of \$3,000,000.

"The phenomenal success of the Seattle warehouse," according to George B. Lamping, president of the Port of Seattle Commission, "despite the protests of the Seattle warehousemen and the criticisms of many people, has proved to everyone that no port is complete without the public-owned facilities. Our warehouse has so increased business in Seattle that the very warehousemen who protested its construction are not profiting by it."

Palace Company to Build

The Palace Storage Warehouse, Chicago, has purchased Drexel Hall, long a landmark in the Kenwood section of the city, and will replace it with a four-story warehouse at a cost of more than \$100,000.

Pasadena Co. Has New Plant

The Sierra Van & Storage Co., Pasadena, Cal., has placed in operation a household goods warehouse, containing 25,000 sq. ft. of floor space, at 165 North Santa Ana Avenue.

WESTERN PACIFIC FILES FRISCO TRAP CAR RATES

TARIFFS granting free trap car service to all shippers in San Francisco have been filed by the Western Pacific Railroad with the California Railroad Commission, and with the Interstate Commerce Commission at Washington.

This ends a long fight made by the traffic bureau of the San Francisco Chamber of Commerce and instigated by the local warehousemen.

The new service is to be rendered without charge, and provision is also made by the Western Pacific that it will give free service to the transfer tracks of the Southern Pacific and Santa Fé railroads. The Western Pacific, furthermore, will absorb all the charges of the Belt Line, which is the railroad connecting all the wharves and piers of the San Francisco waterfront with all the railroads entering the city and with the principal warehouses and industrial plants.

The free service and absorption of charges, of course, is confined to cases in which the Western Pacific has the line haul of traffic, and is limited to cars with 6000 pounds of freight as the minimum.

"Judging from the past, we may predict safely that other railroads also will put into effect trap car service between the warehouses and industries on their tracks and their freight depots," said Seth Mann, manager of the Chamber of Commerce Traffic Bureau, who led the fight for this service.

Mr. Mann pointed out also that large savings will result to shippers in getting their merchandise to and from their places of storage or manufacture, from or to the freight depots.

A. J. Van Sieten Dies

A. James Van Sieten, president of the Jamaica Storage Warehouse Co., Jamaica, N. Y., and a member of the National Furniture Warehousemen's Association and the New York Furniture Warehousemen's Association, died sud-

denly of a heart attack in his office on Oct. 2.

Active in the social and civic affairs of Jamaica, where he was second vice-president of the Jamaica Savings Bank, Mr. Van Sieten was a member of one of the best known old Long Island families. He was born on the Van Sieten homestead in Jamaica, fifty-five years ago. He is survived by his wife, Alice, and two sons, S. B. Van Sieten, secretary and treasurer of the warehouse company, and James V. Van Sieten.

Elwood Croul



Mr. Croul, who was president of the Riverside Cartage & Storage Co., Detroit, died in that city on Sept. 20

Rhode Island Limits Loads

Further restrictions, limiting the maximum loads of motor trucks on highways of Rhode Island, during the periods when the roads are in poor condition because of thaws or construction work, to 20,000 pounds on some highways and 10,000 on others, were adopted on Oct. 18 by the State Board of Public Roads.

"Telling the Public"



Display of Arsenal Heights Co., St. Louis warehousemen, at Better Homes and Building Exposition, St. Louis, Oct. 8-13

ROBBERS LOOT WERNER SAFE DEPOSIT VAULT

THE safe deposit vault in the warehouse of the Werner Bros. Fireproof Storage Co. at 2819 Broadway, Chicago, was entered by skilled robbers some time between the night of Oct. 16 and the morning of the 18th, and the band escaped with stored negotiable securities estimated in newspaper reports to be worth \$300,000.

Investigation disclosed that jewelry and silver plate worth \$100,000 was not stolen, the robbers apparently being after only such loot as could be quickly realized on.

To get into the safe deposit vault the yeggmen had to burn their way through a wall of concrete and steel. Police expressed opinion that at least four men were in the band and that they made their departure in an automobile.

Apparently one of the invaders gained entrance to the building by way of a small ventilation door at the top floor of the warehouse after climbing a fire escape, and then descended to the loading platform and unlocked a door to admit his companions. Acetylene torches and sledge hammers were used to get into the safe deposit vault. Various boxes were broken open from which the contents were not, however, removed, the robbers taking only the negotiable securities.

Some hours in advance of the theft, according to the police, a man inquired at the warehouse office for the name of the locksmith who repaired the locks on the safety deposit boxes, saying he himself was a locksmith doing some work for a nearby banking institution and that he required some assistance.

St. Louis Blaze

Fire wrecked the household goods warehouse of the Fidelity Storage, Packing & Moving Co. at 1721-1725 Morgan Street, St. Louis, on the night of Oct. 21. Nearly all the contents were destroyed. Charles F. Betts, president, estimated the loss at about \$150,000, including \$50,000 in connection with the building. It is understood that the total loss is covered by insurance.

The blaze was attributed to crossed wires in the rear of the top story. The warehouse was of brick, with five stories in front and three in the rear. The flames started about 10 o'clock and were not brought under control until 1 o'clock the following morning. As the fire gained headway parts of several walls collapsed, one falling into the interior and another toppling upon an adjoining dwelling.

Dunford Has New Offices

Samuel H. Dunford, architect, formerly a member of the firm of Moores & Dunford, New York and Chicago, announces his removal to new offices—68 West Washington Street, Chicago—where he will continue to specialize in the design and supervision of modern fireproof warehouses.

**WJZ BROADCASTS SOME
WAREHOUSING FACTS**

(Concluded from page 11)

are stored in waterfront stores, while package goods are stored in the inland stores. Vast quantities of Turkish tobacco are stored in bonded stores for consumption by the cigarette manufacturer.

"The issuance of negotiable warehouse receipts for merchandise in warehouses of reputable concerns makes admirable collateral and the banks look with favor upon reasonable loans against merchandise of a standard grade quality and price and will advance moneys against such collateral to merchants of integrity and reputation."

What the Port of New York Authority is, and how New York warehousemen regard it, is told elsewhere in Mr. Crosby's radio talk. To quote:

"The expensive and general utilization of piers for railroad purposes, thus excluding shipping from the piers, and the hope of eliminating the New York Central's tracks from the city's streets, have prompted the two States, New York and New Jersey, to get together and create a Port Authority with power and appropriations to study the general situation, to the end that a comprehensive, economic plan might be evolved whereby there could be created, constructed and generally utilized a comprehensive uniform plan for handling the immense volume of freight arriving and departing over the railroads.

"For years Commissions have been studying the freight traffic and methods of handling, and, finally, the Port Authority was created with the requirements of a comprehensive report and plan that must be approved by the Legislatures of both States. This was done and the Port Authority is now trying to accomplish, step by step, what in its judgment will facilitate the handling of freight to and from New York.

"The Port Authority at the moment however is encountering vigorous opposition on the part of the railroads to its plans, as not being practical or economic in the whole. There is determined objection to the unionizing of freight terminals or the amalgamation of terminal facilities under union or general control, for competition is very keen among the railroads today.

"Another problem of the Port Authority is its constitutional inability to look to any of the cities or municipalities for financial help in the developing of its plans. Hence the plans to be brought forward must be of such a nature, practically and economically, as will appeal to the moneyed interests, to the extent that the Port Authority can borrow on its own credit, which is the credit of the plan itself, such moneys as may be necessary to accomplish its plans.

"Some of the ideas advanced by the Port Authority will commend themselves readily as being desirable, practical and economical, but there is strong opposition against the plan of building

tunnels, buying blocks of real estate for building terminals, acquiring rights of way, the cost of development of which cannot be definitely estimated, as a substitute for using the waterways of our great port, which are the foundations upon which this great city grew. However, these things will adjust and prove themselves, but it is desirable to avoid a repetition of the costly New York connecting railways, by which, at an amazing outlay, the New Haven Railroad was connected with the Long Island and Pennsylvania system. This connecting railroad cannot hope to earn the interest on its bonds.

"By what has already been said you can get a glance at the acute problems that are always facing this city and that justify the remark so often heard that 'New York will be a wonderful city when it is finished.'"

Cincinnati Plant Progressing

The work of constructing the foundations for the Cincinnati Terminal Warehouse, to cost \$3,000,000, is well under way. The site extends from Central Avenue to Smith Street and from Front Street to Augusta Street. The west part of the building, to be devoted to cold storage, is expected to be ready for operation about March 1.

TIPS TO SHIPPERS—V

An eastern manufacturer found it necessary to carry a stock in the Middle West and, for the sake of economy, he decided to locate a branch warehouse in a small town. He found a warehouse which seemed to meet his requirements and found he could rent it, for a term of years, very cheap. His shipping clerk cost him \$30 per week; and other expenses, such as supplies, heat, telephone, extra help, etc., about \$75 per month.

All of these expenses seemed to be as low as could be expected, and it apparently was a satisfactory arrangement.

A survey of his business, however, indicated that his total movement through this branch amounts to only fifteen cars per year; and, as his expense sheet shows, costs are as follows:

Rent, 12 mos. at \$50.....	\$ 600
Salary, 52 weeks at \$30.....	1,560
Misc. expense, 12 mos. at \$75....	900
Total.....	\$3,060

The foregoing shows a cost, per car, of nearly \$138.

The estimated cost of handling his product through first class public warehouses is \$60 to \$75.—*Sidney A. Smith, vice-president, Currier-Lee Warehouse Co., Chicago.*

**GOODMAN COMPANY SOLD
TO BREAK BULK CORP.**

SALE of the business and warehouse properties of the Goodman Transfer & Warehouse Co., Birmingham, Ala., to the recently organized Break Bulk in Birmingham Bonded Warehouse Corp., for a reported consideration of \$97,000, was announced on Oct. 6, the Alabama Securities Commission having issued an order approving the transaction. The offices and part of the warehouse space of the Goodman company are located at 1-3 South Twentieth Street.

Under the new arrangement, H. C. Goodman, president of the Goodman company, becomes general manager of the Break Bulk corporation. Mr. Goodman is a member of the National Furniture Warehousemen's Association and of the Southern Warehousemen's Association. His company was established in 1919 and the property includes three household goods and one merchandise plants.

The purchase gives the Break Bulk corporation facilities to carry on its warehousing business immediately, pending the erection of the first \$500,000 unit of its projected warehouse system on land recently acquired. The Alabama Securities Commission authorized the corporation to sell \$500,000 worth of common and preferred stock, and according to Paul E. Chalifoux, president, this has been virtually subscribed. One of the Goodman warehouses is close by the Break Bulk corporation's site, where the first unit will go up.

Norfolk to Build Plants

The city of Norfolk has taken bids for capping piles and laying the foundation for two 1200-foot warehouses alongside the new municipal pier built at Sewells Point. The City Port Commission, handling the municipal project, has not determined whether the warehouses will be one or two stories high. Construction of these plants will be the last step in the \$5,000,000 port terminal project begun last year by the city.

Meanwhile negotiations between the city and the War Department for the purchase of the Army Supply Base terminals have been delayed. Agreement was reached for the city to buy the eleven warehouses in the rear of the piers, and to lease the piers from the Shipping Board, to whom they were to be allocated by the War Department. The city's offer for the entire project was \$5,000,000.

Clydesdale Truck Prices

The Clydesdale Motor Truck Co., Clyde, Ohio, has fixed the following prices on its line of motor trucks:

¾ to 1½-ton.....	\$1,785
1 to 1½-ton.....	2,350
2-2½-ton (156 in. Wheelbase).....	2,650
2-2½-ton (170 in. Wheelbase).....	2,700
Model 6X-2½ to 3½-ton (163 and 180 in. Wheelbase).....	2,975
Model 6-2½ to 3½-ton.....	3,300
Model 4X-3½ to 5-ton.....	3,975
Model 4-3½ to 5-ton.....	4,200
Model 2-5 to 7-ton (176 in. Wheelbase).....	4,500
Model 2-5 to 7-ton (204 in. Wheelbase).....	4,550

CONSTRUCTION, REMOVALS, PURCHASES AND CHANGES

Security Warehouse & Cold Storage Co., San Jose, Cal., has applied to the State Railroad Commission for permission to issue and sell an additional 400 shares of its capital stock at \$100 a share.

Glastonbury Warehouse Co., Glastonbury, Conn., will build a two-story and basement storage plant, 81 by 180 feet.

Allentown Warehouse Corp., Allentown, Pa., will erect a six-story fireproof warehouse, with each floor having approximately 40,000 square feet. Cold and dry products will be stored.

Ware Van Storage Co., Millville, N. J., has completed erection of a new warehouse.

Newlun Transfer Co., Columbus, Ohio, has acquired by lease a large warehouse adjoining its present property at 26 East Swan Street, enlarging its capacity fivefold.

Gem City Transfer & Storage Co., Monrovia, Cal., is planning to erect the first unit of a reinforced concrete warehouse on South Myrtle Avenue. The unit will be 53 by 100 feet.

Pulliam Transfer & Storage Co., Dallas, Tex., has begun construction of a \$10,000 warehouse at 2505 Floyd Street, adjoining its present structures.

Commercial Warehouse, Newark, N. J., has been sold to New York warehousing interests, and, after being remodeled, will be placed in operation as the Newark warehousing terminal of a water-borne freight line between Norfolk, Va., and the Port of New York.

Quincy Market Cold Storage & Warehouse Co., Boston, has been elected to membership in the Maritime Association, Boston.

Fidelity Fireproof Storage, Los Angeles, will erect a six-story warehouse, to cost \$500,000, near Sixty-second Street and Manhattan Avenue. It will be of reinforced concrete and 130 by 259 feet.

Donovan Transportation Co., Redondo, Cal., plans to operate a warehouse in that city.

Grange Warehouse Co., Hadlock, Wash., has increased its capital stock from \$5,000 to \$15,000.

Greensboro Storage & Warehouse Co., Greensboro, N. C., has begun construction of a \$45,000 cotton warehouse covering an area of 30,000 square feet, to be completed about Nov. 15.

Houston Transfer Co., Houston, Tex., is planning to build a warehouse costing more than \$100,000.

Canadian Order-in-Council

Under an Order-in-Council adopted by the Canadian Government, Section 2 of the regulations under the Dominion's Cold Storage Act is changed to read as follows:

"No application shall be considered for any cold storage warehouses except those equipped with some recognized system of refrigeration approved by the Dairy and Cold Storage Commissioner."

The new Section 2 substitutes the one, now rescinded, which read:

"No application shall be considered for any cold storage warehouses except those equipped with mechanical refrigeration including the gravity brine system, nor for any place where any such cold storage already exists or where the proposed cold storage would compete directly with other establishments of the same class."

The Governor-General issued the Order-in-Council on the recommendation of the Dominion's Minister of Agriculture and broadens the powers of the Dairy and Cold Storage Commissioner.

Container Testing

The Container Testing Laboratories, Inc., Rockaway, N. J., has been organized by consulting engineers specializing in the design, construction, packing, testing and transportation problems of containers of all kinds. Albert W. Luhrs, whose name is familiar to warehousing in connection with his container talks at conventions of the industry as a representative of the American Railway Association, is president, and Albert C. Nolte is secretary-treasurer. The corporation's services include:

Redesigning present containers to reduce shipping costs and damages; designing and testing new types of containers and containers for new products; performing laboratory tests for shippers, railroads and container or accessory manufacturers; preparing and rendering opinions for use in hearings of committees and commissions as well as in lawsuits. The corporation is prepared to conduct investigations at shippers' plants as well as at its Rockaway testing laboratory. It has no connection with any concern interested in the sale of containers or accessories, according to Mr. Luhrs.

Firuski Remembers Charities

Louis L. Firuski, owner of the Pioneer Fireproof Storage Warehouses, Brooklyn, who died in September, left an estate valued at more than \$100,000. In addition, many thousands of dollars were bequeathed, under the will, to various Brooklyn charitable institutions in which the deceased was interested— orphan asylums, hospitals, churches and allied societies. Individual bequests include one of \$2,000 to B. F. Lenihan, manager of the warehouses.

Federal Buys Site

The Federal Van & Storage Co., Kansas City, has purchased property with 91-foot frontage on Washington Street near Broadway and is planning to erect a six-story warehouse.

Gas Price Decline

The average tank price of gasoline in 30 representative cities has declined .67 cent since Sept. 18, a new low of 15.12 cents having been set. This is a decrease of 3.96 cents from the average of July 30 and a total reduction of 5.99 cents from the high of 1923. Jan. 1, 1921, the average price was 29.3 cents.

NEW INCORPORATIONS WITHIN THE INDUSTRY

Pulaski Cooperative Warehouse, Inc., Pulaski, N. Y. Capitalization, \$16,000.

W. J. Smith Warehousing Co., Inc., New York City. Capitalization, \$100,000.

Producers' Warehouse Co., Kansas City, Mo. Capitalization, \$150,000.

Producers' Warehouse Co., Portales, N. M. Capitalization, \$25,000. Incorporators, J. W. Thompson, Hugh King, W. O. McCormick, J. A. Vick and J. H. Hitt.

Merchants & Planters' Warehouse Co., West Memphis, Ark. Capitalization, \$10,000. Incorporators, W. E. Gage, H. T. Thompson and A. E. Whitman.

Jersey City Stores, Inc., Jersey City, N. J. Capitalization, \$6,000.

Pioneer Cartage & Storage Co., Cleveland. Capital, \$10,000. To conduct a general storage, cartage and drayage business. Incorporators, A. G. Pika, David Bruder, A. Kaechele, R. L. Queisser and J. L. Vaughan.

Edenton Warehouse Corp., Edenton, N. C. Capitalization, \$6,000. Subscribers, M. H. Dixon, G. B. Dixon and Julia B. Dixon.

MacDale Warehouse Co., Inc., Boston. To engage in general warehousing.

Hayward Cold Storage & Warehouse Co. has been organized in San Francisco. The directors include S. M. Haslett, president of the Haslett Warehouse Co.

The Orlando Bonded Warehouse has been incorporated and organized at Orlando, Fla., with \$100,000 capital, to conduct a general warehousing and distribution business. Officers of the company are Charles C. Potter, president; Charles L. Graham, vice-president, and D. J. Mason, secretary and treasurer.

Up Against Zone Situation

City zoning laws in Ithaca, N. Y., have temporarily blocked the plans of Mitchell-the-Mover, Inc., to purchase a new up-to-date storage warehouse.

William J. Mitchell, president, had virtually completed the negotiations when he discovered that the zoning statutes prohibited the company from locating in that section of the city.

Mr. Mitchell is taking the situation up with Ithaca's common council with the idea of having the ordinance modified so that he can proceed with his plans.

Revoluator Booklet

A 24-page booklet describing the various uses to which the Revoluator, often found in public warehouses, may be put, has been issued by the Revoluator Co., 336 Garfield Avenue, Jersey City, N. J. This bulletin (No. 61) emphasizes the value of the machine in installing overhead motors and other ceiling contrivances, the Revoluator being used as a substitute for step ladder, scaffolding, special heavy platform, blocks and falls, and kindred hoisting arrangements. Motor truck loading, and loading and piling in freight cars, etc., are also discussed in the booklet.

IF imitation is the sincerest form of flattery, then the Kelly Kat is the most flattered truck tire that has ever been built.

The Kelly Kat was the first non-skid cushion truck tire adaptable to all sizes and types of commercial vehicles. Its popularity made it almost immediately the dominant factor in the truck tire field, and after six years it is still the leader.

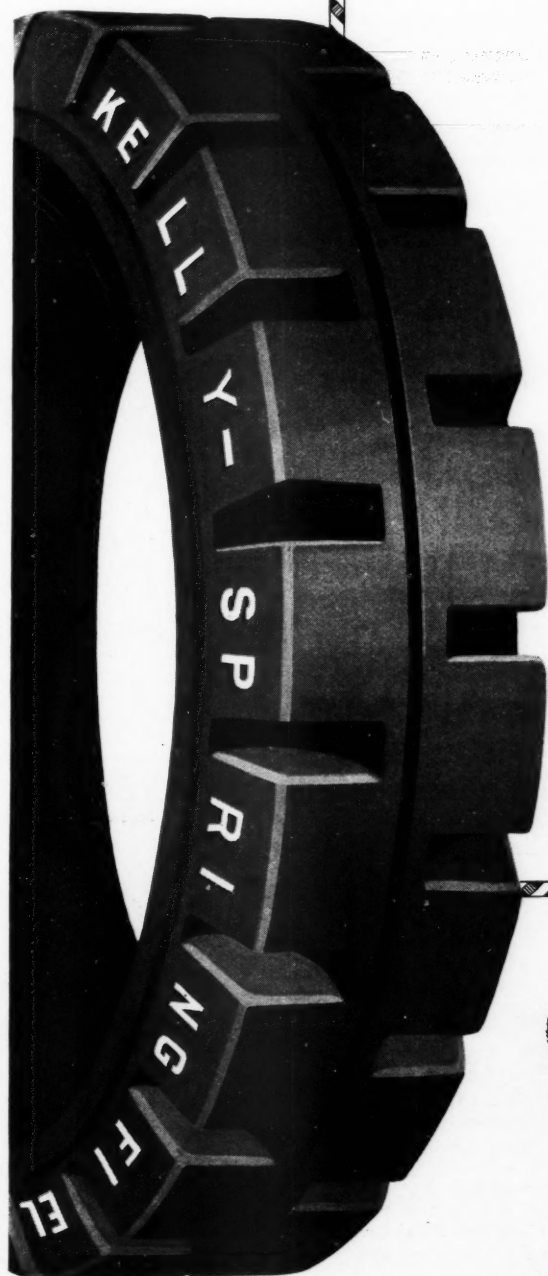
This popularity has resulted in the development of similar types of tires by other manufacturers who have found themselves unable to compete against the Kelly Kat with ordinary solids.

However, to build a tire that *looks like* the Kelly Kat is one thing—to make one that will give the service of the Kelly Kat is another.

Remember that there are no Caterpillar Tires but Kelly Kats—and—

***It costs no more to
buy a Kelly***

KELLY-SPRINGFIELD TIRE COMPANY
250 West 57th Street New York, N. Y.



Your Building Cost— and how to reduce it

Not with cheap materials or cheap methods—but by utilizing a specialized service—a service devoted to scientific warehouse construction that keeps your costs down.

WE have saved owners many thousands of dollars.

Our specialized methods—our familiarity with trade conditions—our buying ability—our knowledge of warehouse construction—the engineering supervision we supply—all combine to make your building cost less—

And provide you with greater warehouse revenue.

By grouping and buying at one time for a number of warehouses in process of construction we are able to furnish the contractor with lower prices on the needed materials than he is able to obtain in the open market. The lowest general contract bid on one of the buildings designed by us was \$114,000.

We LET the contract for \$92,000, saving the owner \$22,000.

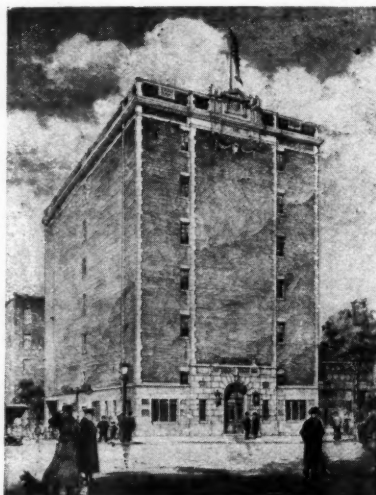
A corps of licensed engineers—architects trained in scientific warehouse construction—and organization methods that provide for securing of rock-bottom prices in the

open market—make it possible for us to produce buildings that represent full value unincumbered by inflation in any form.

Warehouse building is not a matter of architectural designing—

It is an engineering problem—coupled with a complete understanding of warehouse construction.

We Are Also Able to Assist You in the Financing of Your Building.



THE NEPTUNE STORAGE WAREHOUSE
NEW ROCHELLE, N. Y.
A typical Moores & Dunford building

We render our clients an unusual type of service. It is a specialized service.

We are able to show how you can go ahead with a small capital and realize a handsome profit on your investment. We have information you can ill afford to overlook. Build for less money—and make more on your invested capital.

For full particulars of the savings we have afforded others and how our service can save money for you—write us and we will gladly favor you with complete details.

**We charge no fee for consultation
and advice**



There is no job too large—we do not consider any too small. Our representatives are at your service. Write, wire, telephone or call upon us. You are assured of maximum efficiency at minimum cost.

MOORES & DUNFORD, Inc.

Suite 903-4

110 East 42nd Street

New York City



Shippers' Index

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

Where the Right Warehouse Is to Be Found

"THE advertisements of warehouses in the various issues of *Distribution & Warehousing* are valuable to us, when they are informative, as most of them are. In consigning a pool car on short notice we always check all the ads for that particular city carefully."—From a shipper of merchandise.

"Many storage companies in other cities have occasion to ship lots of household goods to our city. Our advertisement and our listing assure us that those companies will know who we are so we may get our share of the business forwarded to the city. The reverse is also true, and we are able to choose the reliable concerns in different parts of the country to whom we consign shipments from here."—From a household goods warehouseman.

The extracts printed above are selected from scores of similar letters which *Distribution & Warehousing* has received from shippers of household goods and merchandise. They indicate clearly the value to shippers of the announcements in the Shippers' Index which appears in the monthly issues of *Distribution & Warehousing*.

When you are seeking the better sort of warehouse service, let the Shippers' Index be your guide.

*The Warehouseman who advertises
his ability to serve is deserving of
the Shipper's first consideration.*

CONVENTION CALENDAR

December	Illinois Association of Warehousemen.....	Chicago
December	National Distributors' Association.....	Chicago
January 21.....	American Chain of Warehouses.....	Galveston
January 21-26.....	American Warehousemen's Association.....	Galveston
January	Central Warehousemen's Club.....	Galveston
January 21-26.....	National Furniture Warehousemen's Association.....	Galveston
January	New York Furniture Warehousemen's Association.....	New York
February	Kansas City Warehousemen's Association.....	Kansas City
February	Maryland Furniture Warehousemen's Association.....	Baltimore
February	New Jersey Furniture Warehousemen's Association.....	Newark
February	Pacific Coast Furniture Warehousemen's Association.....	(To be decided)
February	Pennsylvania Furniture Warehousemen's Association.....	Philadelphia
April	Missouri Warehousemen's Association.....	(To be decided)
May	California Warehousemen's Association.....	Oakland

BIRMINGHAM, ALA.

"The World Moves—So Does
Goodman"

GOODMAN TRANSFER AND WAREHOUSE COMPANY

MODERN STORAGE WAREHOUSES
70,000 sq. ft. Floor Space

Distributors and Forwarders
Moving—Packing—Storage
Motor Equipment—Rigging

We Use King Steel Shipping Cases for Household Goods.

BIRMINGHAM, ALA.

MOBILE, ALA.

Acme Transfer and Storage Co.
209-211 N. Royal St.
Distribution

Transfer
Pool Cars

"Service"

Forwarding
Storage

Household Goods

Mobile, Ala.

BIRMINGHAM, ALA.

HARRIS TRANSFER AND WAREHOUSE COMPANY

(Equipped to Handle Anything)

MODERN FIREPROOF WAREHOUSE

Special Attention Given to Packing and Shipping
When shipping to Birmingham, consign goods to Harris
—he will look after your interests, also those
of your customer

Offices: CHAMBER OF COMMERCE BLDG.

MONTGOMERY, ALA.

"Service That Satisfies"

Moeller Transfer & Storage Company

105 WATER STREET, MONTGOMERY, ALA.
Storage, Forwarding and Distributing

MONTGOMERY, ALA.

STANFORD:

Packers—Movers—Shippers

POOL CARS GIVEN SPECIAL ATTENTION

Convenient Warehouses—Motor Trucks
STANFORD TRANSFER & WAREHOUSE CO.
Montgomery, Alabama

BIRMINGHAM, ALA.

Hess-Strickland Transfer & Storage Co.

General Merchandise, Furniture
and Household Goods Storage

Distribution of Pool Cars Given Special Attention—Motor Trucks in Addition to Wagon Equipment—Track Connections with All Railroads.

NOGALES, ARIZONA

The West Coast Warehouse Co., Inc.

Nogales, Arizona

The Key to the West Coast of Mexico
For Manufacturers, Packers, &c.

Reference: First Nat'l Bank. Assets over \$50,000.00. Siding B. P.

TUCSON, ARIZONA

Tucson Warehouse & Transfer Co.

POOL CAR DISTRIBUTORS

FIREPROOF STORAGE

26 North Scott St.

Tucson, Arizona

BIRMINGHAM, ALA.



WARRANT
WAREHOUSE
COMPANY

Established 1905



BIRMINGHAM and MOBILE

Fireproof Sprinklered Warehouses

Sidetracks connecting with All Railroads

DISTRIBUTION — STORAGE LOANS

Operates Its Own Trucks and Teams

LOWEST INSURANCE RATES IN THE SOUTH

FORT SMITH, ARK.



O.K. TRANSFER & STORAGE CO.

FORT SMITH, ARK.

Storing—Shipping—Moving
Pool-Car Distributing a Specialty



The Men Who Distribute

Globe Soap

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

TEXARKANA, ARK.

HUNTER TRANSFER CO.

TEXARKANA, ARK.
ESTABLISHED 1882

DISTRIBUTORS OF

POOL CARS
STORAGE
TRUCKING
MOVING

FRESNO, CAL.

BEKINS

VAN AND STORAGE CO

Distributors of Pool Car Shipments

PRIVATE SPUR

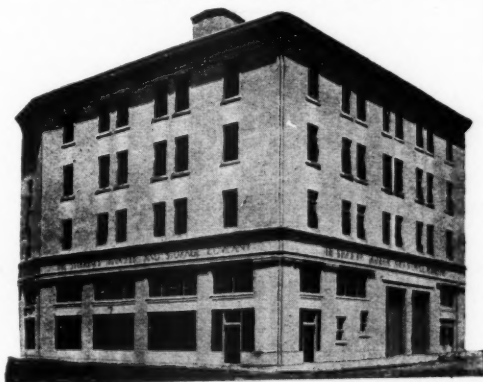
California Shipments Promptly
Handled

FRESNO SAN FRANCISCO OAKLAND
1248 Van Ness Ave. 13th and Mission 22nd and San Pablo
LOS ANGELES, 1335 South Figueroa St.

BERKELEY, CAL.

STUDENTS
Transfer & Storage Co.

"ALWAYS MOVING"

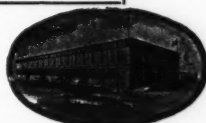


The Leading Fireproof storage place in
Berkeley

We give daily service to Oakland,
Alameda, Piedmont, Emeryville
and San Francisco

STUDENTS
STORAGE
SERVICE

FRESNO, CAL.



FIRE-PROOF
LOW INSURANCE

STATE CENTER WARE-
HOUSE & COLD
STORAGE COMPANY

General Merchandise storing and
distributing.
Packing, Crating and Shipping of
Household Goods.

FRESNO, CAL.

Valley Van & Storage Co., Inc.

Private Spur

Distributors of Pool Cars of
Household Goods, Machinery and Merchandise
Office: 842 Broadway, Fresno, Calif.

HOLLYWOOD, CAL.

LOCATED IN THE CENTER OF
RESIDENTIAL LOS ANGELES

Hollywood Storage Company, Inc.

"FIREPROOF"

Car Distribution Private siding P. E. RR.
We have Los Angeles terminal rates
Consign to Hollywood via U. P. or S. P. RR.
1666 N. Highland Ave., Hollywood, Calif.

LONG BEACH, CAL.

LONG BEACH OFFICE:
144 Pacific Ave.

LOS ANGELES OFFICE:
436 Alameda St.



HOUSEHOLD GOODS
Removals, Storage, Packing, Forwarding

MERCHANDISE
Warehousing, Distributing

MEMBER - California Warehousemen's Association
Pacific Coast Furniture Warehousemen's Association
National Furniture Warehousemen's Association

We offer the very best of service in Local or Interurban trucking, and
we operate two warehouses for either Household Goods or Merchandise,
located on the Southern Pacific and Pacific Electric Railroads.

We solicit your valued shipments, which will receive our prompt and careful
attention, and we assure you of immediate returns on any collections you may have.

LOCAL AND INTERURBAN "MOTOR TRUCK SERVICE"

EL CENTRO, CAL.
IMPERIAL VALLEYPIONEER TRUCK and
TRANSFER CO.

Warehouse:
S. E. Cor. 3rd & State Sts.
Office: 114 N. 5th St.

Only Reinforced
Concrete Warehouse
for Storage and
Carload Distributing
Throughout
the Whole Imperial
Valley.

Daily Truck Service
to All Valley Towns.
Our Stock in Trade,
SERVICE.



The Men Who Distribute

Jersey Cereals

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

LOS ANGELES, CAL.

BEKINS

Fire Proof Storage

Distributors of Pool Car Shipments

PRIVATE SPUR

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Handled**

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LOS ANGELES, 1335 South Figueroa St.

LOS ANGELES, CAL.



CALIFORNIA TRUCK CO.

INCORPORATED 1884

Pool Carload Distributors

Handling goods destined to points in

SOUTHERN CALIFORNIA and ARIZONA

and to

TRANS-PACIFIC PORTS

322-324 EAST THIRD STREET

LOS ANGELES, CAL.

FIDELITY

FIREPROOF STORAGE

Washington & Arapahoe Sts.
Los Angeles, Calif.

*Prompt and Efficient Service
Pool Car Distribution Solicited*

MEMBER

National Furn. Warehousemen's Assn.
Pac. Coast Furn. Warehousemen's Assn.

Frank Robert Palmateer, Prop.

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LOCATED IN THE CENTER OF
RESIDENTIAL LOS ANGELES.

Hollywood Storage Company, Inc.
"FIREPROOF"

Car Distribution Private siding P. E. RR.
We have Los Angeles terminal rates
Consign to Hollywood via U. P. or S. P. RR.
1666 N. Highland Ave. Hollywood, Calif.

The Men Who Distribute

**Kellogg's Toasted Corn
Flakes**

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

LOS ANGELES, CAL.



Co-operation

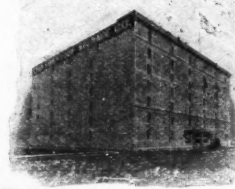
Consign to L. A. Warehouse—the largest fire-proof repository for household goods on the Pacific Coast. We co-operate to the utmost and treat your customers as we do our own.

Los Angeles Warehouse Co.
316 Commercial St. Los Angeles

LOS ANGELES, CAL.

They Like
Lyon

Los Angeles people like
Lyon storage and moving
facilities. Consign house-
hold goods to Lyon and
please your customers.

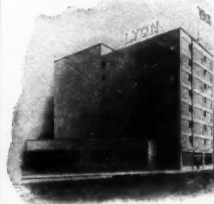


Lyon
Lyon Fireproof Storage Co.
1950 SO. VERMONT AVE. LOS ANGELES

MEMBER

National Furniture Warehousemen's Association

Consign to LYON



Immediate service when
bill of lading received.

Two modern fireproof
warehouses conveniently
located in residential dis-
tricts with private spur
tracks.

Collections handled
promptly.

LOS ANGELES, CAL.

**WE SOLICIT YOUR
SHIPMENTS AND POOL CAR
DISTRIBUTION**

PRUDENTIAL

STORAGE AND MOVING CO.

LOS ANGELES

OFFICE

941 W. 16th ST.

SAN DIEGO

OFFICE

962 Second St.

THREE WAREHOUSES—PRIVATE R.R. SIDINGS

Members Pacific Coast Furniture Warehousemen's Ass'n.
National Furniture Warehousemen's Ass'n.

LOS ANGELES, CAL.



1,500,000 Square Feet of

Modern Fireproof Warehouse Space in Los Angeles and at the Port of Los Angeles

Free and U. S. Customs Bonded Storage
Insurance Rate 18 cents

Storage — Forwarding — Distribution — Cartage

Space Leased for Private Warehouse, Office and Display
Desk Space with Desk and Office Service Rented
Cotton Pressed to High Density

Special equipment for the proper handling of various commodities

Steamer Space booked when requested

We can serve you in some capacity and would suggest that you complete your file by requesting the rates for our specialized service.

Bonded for \$100,000.00

UNION TERMINAL WAREHOUSE COMPANY
UNION TERMINAL WAREHOUSE CORPORATION
SHATTUCK & NIMMO WAREHOUSE COMPANY
LOS ANGELES, CALIFORNIA

LOS ANGELES, CAL.

WEST COAST WAREHOUSE CO. OF LOS ANGELES MERCHANDISE STORAGE DISTRIBUTION

Ample Trackage
Efficient Service
Central Location

Address—

Sixth and Utah Sts.

LOS ANGELES

E. Jordan Brookes, Owner and Manager.



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BEKINS

Fire Proof Storage

Distributors of Pool Car Shipments

PRIVATE SPUR

**California Shipments Promptly
Handled**

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1248 Van Ness Ave. 13th and Mission 22nd and San Pablo
LOS ANGELES, 1335 South Figueroa St.

OAKLAND, CAL.

NO TASK TOO GREAT
LAWRENCE
WAREHOUSE COMPANY
NO DETAIL TOO SMALL



AL. T. GIBSON, Pres.

SAN DIEGO, CAL.

**WE SOLICIT YOUR
SHIPMENTS AND POOL CAR
DISTRIBUTION**

PRUDENTIAL

STORAGE AND MOVING CO.

LOS ANGELES

OFFICE

941 W. 16th St.

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OFFICE

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SAN FRANCISCO, CAL.

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Fire Proof Storage

Distributors of Pool Car Shipments

PRIVATE SPUR

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Handled**

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SAN FRANCISCO, CAL.

Consign to

THE HASLETT WAREHOUSE CO.

60 California St., San Francisco

Pioneer in the Warehouse and Distribution
Business.

Operating in the Logical Distribution Center of
the Pacific Slope with

Complete Warehouse and Drayage Facilities.
Low Insurance Rates.

S. M. HASLETT
President

P. E. HASLETT
Secretary

SAN FRANCISCO, CAL.

NO TASK TOO GREAT
LAWRENCE
WAREHOUSE COMPANY
NO DETAIL TOO SMALL



AL. T. GIBSON, Pres.

SAN FRANCISCO, CAL.



Distribute Thru San Francisco

Giving your customers the advantage of prompt delivery from local stock.

Our modern fireproof storage warehouses having spur track connections to all railroads are located in the wholesale district, convenient to docks and railroads for reshipping. Our automobile truck delivery service insures prompt and efficient delivery of your merchandise.

We furnish whatever clerical service you desire.

Let us handle your San Francisco shipments.

SAN FRANCISCO WAREHOUSE CO.
625 Third Street, San Francisco, California

CHICAGO:
123 W. Madison Street

NEW YORK CITY:
100 Broad Street

DENVER, COL.

**WAREHOUSE**

Your Stocks With Us

150,000 Sq. Ft. Space

DENVER

Serves Two Million Population

Send Pool Cars in our care for distribution. 42 teams and trucks insure prompt service to customers and satisfaction to you.

The Kennicott-Patterson Transfer Co.
1700 Sixteenth St. DENVER, COLORADO

TRINIDAD, COL.

Pople Transfer & Storage Co.

General Hauling
Moving, Packing and Storing of
Furniture and Pianos

748 West Main Street

The Men Who Distribute

Durkee's Salad Dressing

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and consult the Shippers' Index

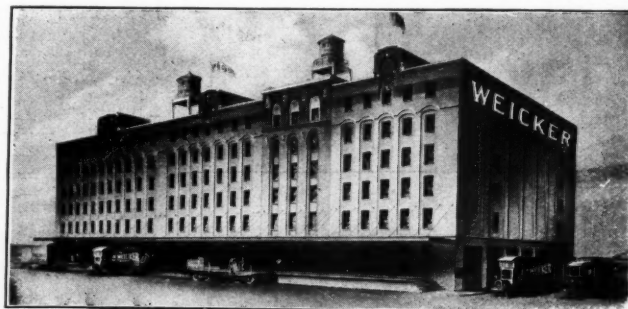
DENVER, COL.

When You Need SERVICE in Denver and vicinity

we are the distribution and warehousing specialists who can serve you best

Our vast experience as receivers, forwarders and distributors has fitted us to handle your every requirement in the most satisfactory way.

Our spacious warehouses located within a short haul of all local freight depots, the wholesale and retail district, and connected by track with every railroad entering Denver, is at your disposal—comprehensive service and full protection at extremely low rates.



We are thoroughly equipped to distribute
General Merchandise,
Heavy Machinery, Household Goods.

Write our traffic expert for full information on all your shipping problems in this territory. He will be glad to help you—we will be glad to serve you.

THE WEICKER TRANSFER & STORAGE COMPANY

1700 Fifteenth Street
Denver Colorado

BRIDGEPORT, CONN.**THE BRIDGEPORT STORAGE WAREHOUSE CO.**

No. 10 Whiting Street

Merchandise and Household Goods
Warehousing and Distribution
Private siding—Free switching
Low Insurance—Prompt Service

HARTFORD, CONN.**FURNITURE STORAGE**

SEND US YOUR SHIPMENTS

Crating, Packing Pianos, Furniture and China
Our Specialty

BARTLETT BROS.

212 Asylum St., Hartford, Conn.

HARTFORD, CONN.

Established 1850

Incorporated 1908

Ship Freight in Care of
**The Bill Brothers
Company**

**GENERAL TRANSFER AND
FORWARDING AGENTS**

46 Ann Street, Hartford, Conn.

Superior Facilities for the Moving of Machinery, Safes, Furniture, Pianos, Etc. Household Effects of Every Description Properly Packed for Storage or Shipment

STORAGE WAREHOUSES

With Separate Apartments for Household Goods and Private Railroad Siding for Carload Shipments

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Tel. Connection Office: 335 Trumbull St.

Safety Vaults for Silverware

GEORGE E. DEWEY & CO.

JOSEPH M. PELCHAT Proprietor

Local and Long Distance

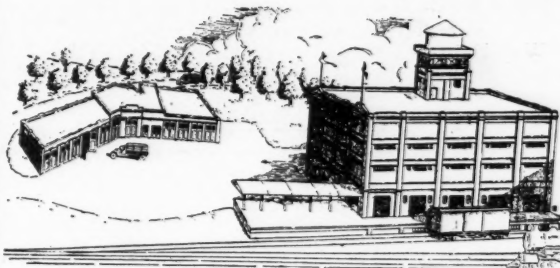
FURNITURE AND PIANO MOVING

Packing, Crating and Shipping of
PIANOS, FURNITURES, CHINA

Only Fireproof Storage Warehouse in Hartford

HARTFORD, CONN.**Hartford Despatch and
Trucking Company**

Movers - Forwarders - Warehousemen



Hartford's New Fireproof Warehouse

Here is offered the last word in a fireproof building especially designed for Warehouse purposes.

Members of
AMERICAN WAREHOUSEMEN'S ASSOCIATION
NATIONAL FURNITURE WAREHOUSEMEN'S ASSOC.
CONNECTICUT WAREHOUSEMEN'S ASSOCIATION

NEW LONDON, CONN.**B. B. Gardner Storage Co., Inc.**

18 BLACKHALL STREET

PIANO AND FURNITURE PACKER, MOVER
AND SHIPPER

Safe Mover—Freight and Baggage Transfer—STORAGE

WATERBURY, CONN.**The Ralph N. Blakeslee Company**

Est. 1859

Storage { Furniture { Local and
 { Merchandise { Long Distance

Large Padded VANS for Furniture Moving

Members N. F. W. A.

WATERBURY, CONN.**Waterbury Storage Company**

John Moriarty, Inc., Prop.

Est. 1877

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Elevators

Fireproof Buildings

Cap. 562 Rooms

Members N. F. W. A.

WASHINGTON, D. C.**Metropolitan Warehouse Company**
50 Florida Ave., N. E.

Designed, constructed and operated for the economical handling of high grade merchandise and household effects. Storage and distribution. One block from B & O RR yards. Centrally located. Motor Truck Service.

The Men Who Distribute

Mentholatum

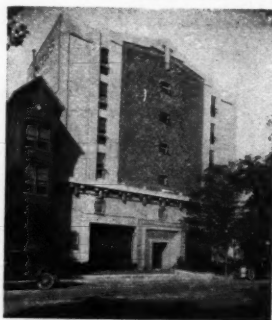
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and consult the Shippers' Index

WASHINGTON, D. C.

**Fireproof
Construction
Service-
Promotion**

Regular Long Distance
Hauling
Baltimore to New York
and
Way Points-Services

Smith Transfer & Storage Co.
1313 You Street, Washington, D. C.
MEMBERS N. F. W. A.



JACKSONVILLE, FLA.

Deleher Bros. Storage Co.

459-61-63-65 Riverside Avenue

FIREPROOF WAREHOUSE

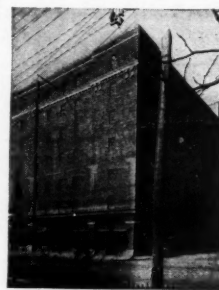
Low Insurance Rate.

We Move, Pack, Store and Ship
Household Goods

Distributing Pool-Car a
Specialty

FLORIDA'S LARGEST

Shippers of Automobiles
for Tourists



Member National Furniture
Warehousemen's Association

WASHINGTON, D. C.



When in need of Merchandise Ware-
house Service of any kind in

WASHINGTON, D. C.

Call on Us

The Terminal Storage Co.
of District of Columbia

First and L Streets, N. E.
B & O Sidings to Warehouses

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**UNION TERMINAL
WAREHOUSE COMPANY**

EAST UNION and IONIA STREETS

55 Rental Compartments

Track Capacity 52 Cars

Building of reinforced concrete with sprinkler system.
Low Insurance Rate. Sub-Post Office and branch
Western Union Telegraph. Joint Railroad Agent.
L.C.L. freight loaded direct for line of road.

**GENERAL MERCHANDISE STORAGE
AND FORWARDING**

Special attention to handling of pool cars.

LAKELAND, FLA.

YARNALL TRANSFER & STORAGE COMPANY

Located in the center of the railroad and hard road district
of South Florida.

If you are interested in making a 24 hour quicker delivery
to your customers than you are now doing, write us.

Moving Packing Storing Distributing

MIAMI, FLA.

**The John E. Withers Transfer &
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will give your shipments careful attention. Fireproof Warehouse.
Facilities for distribution of pool cars. Moving, packing, ship-
ping and storing Household Goods and merchandise.

Private Trackage

Motor Equipment

1000-12 N. E. First Ave., Miami, Fla.

WASHINGTON, D. C.

UNITED STATES STORAGE CO.

418-420 TENTH STREET, N. W.



MEMBERS:

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Efficient and Courteous
Service

Modern Fireproof Warehouse

We send our check immedi-
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Member:
American Warehousemen's Assn.

Distributors of Pool Cars

ORLANDO, FLORIDA

**ORLANDO
BONDED WAREHOUSE**

(INCORPORATED)

Sprinkler System—Accurate Accounting

**Auto, Furniture and Merchandise
Storage**

Distributing & Forwarding

Central Location Private Railroad Siding

The Center of, and the Growing City in

FLORIDA is ORLANDO

PENSACOLA, FLA.**Ferriss Warehouse & Storage Co.**

HARRY P. FERRISS, PRES.

Receiving and Warehousing of General Merchandise in carloads or less than carloads.
Merchandise stocks carried and records kept for out-of-town concerns.

Cor. Chase & Alcinex Streets

PENSACOLA, FLA.**PENSACOLA, FLA.**

Storage—Distribution—Forwarding
Merchandise Only

Prompt Service—Accurate Accounting

THE M. F. GONZALEZ COMPANY**ATLANTA, GA.****MORROW****Transfer & Storage Company**

HOUSEHOLD GOODS and COMMERCIAL
STORAGE

Distributors—R.R. Trackage—Carloads a Specialty

Main Office: 177-79 Marietta St. Warehouses: 68-80 Means St.

The Men Who Distribute

Moline Plows

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and consult the Shippers' Index

ATLANTA, GA.

HOUSEHOLD GOODS EXCLUSIVELY
THE MOST **MODERN WAREHOUSE** IN THE SOUTH

ATLANTA, GA.**SECURITY WAREHOUSE COMPANY**

ATLANTA, GEORGIA

STORAGE



DISTRIBUTION

MERCHANDISE ONLY

AUGUSTA, GA.

JAS. H. HOLLINGSWORTH *Established 1900*
THE HOLLINGSWORTH WAREHOUSES
STORAGE, DISTRIBUTION AND FORWARDING
MERCHANDISE ONLY

We are in a position to render quick and efficient service. Located in the heart of the wholesale district and most convenient to all freight depots.

Private siding connecting with all railroads.

556 & 558 Walker Street

602 to 616 Sixth Street

SAVANNAH, GA.

Savannah Bonded Warehouse and Transfer Co.

General Storage—Re-Consigning

Distributing—Forwarding

Prompt and Efficient Service

Exceptional Facilities

Custom House Brokers

Track Connections with all Railroads and
Steamship Docks

Members American Chain of Warehouses
Members American Warehousemen's Association

R. B. YOUNG, President

302-316 Williamson Street

P. O. Box 985

Savannah, Ga.

SAVANNAH, GA.

Savannah Distributing Company

MERCHANDISE STORAGE

TRACKAGE FACILITIES TO PLATFORMS

FIRE-PROOF STORAGE

Insurance Rate 60c per Hundred

Special Attention To Pool Cars

Low Storage and Handling Rates

ADJACENT TO WHOLESALE DISTRICT.

CONVENIENT TO ALL S. S. TERMINALS.

BOISE, IDAHO

PEASLEY
TRANSFER & STORAGE COMPANY
 STORAGE, TRANSFER AND FORWARDING
 NINTH AND GROVE STREETS

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING
by George S. Lovejoy, Vice-President of the
American Warehousemen's Association.

BLOOMINGTON, ILL.



FIVE TRUNK LINES AT OUR DOOR

WITH such facilities for quick transportation, and the intelligent execution of orders we offer, there can be no doubt about the satisfaction of your customers. They receive their goods in excellent condition, on time, every time.

And no matter where you may be, five trunk lines afford direct connection to practically every part of the country. Your carload will be switched very seldom, never opened, and will take days less to reach us.

That means small freight expense, and practically complete elimination of damage and delay claims.

Such service to your customers never increases your cost of distribution. Generally the saving on carload freight pays our handling charges and leaves a nice margin. Ask for particulars.

JOHNSON TRANSFER CO.

Bloomington, Illinois

CAIRO, ILL.

**Cairo Storage
and Forwarding Company**
CAIRO, ILLINOIS & MOUNDS, ILLINOIS
Incorporated—Bonded—Licensed
COAST TO COAST SERVICE BY WATER OR RAIL
SHIP US YOUR POOL CARS FOR DISTRIBUTION
ALL RATES BREAK ON CAIRO

CAIRO, ILL.

**Glynn's
TRANSFER and FIREPROOF STORAGE**
MOVING—PACKING—SHIPPING—STORING
DISTRIBUTING POOL CARS
Private Siding—Trucking Service—Member N.F.W.A.
**The Only Storage Firm in the City Who Own Their
Fireproof Building**

CHAMPAIGN, ILL.
URBANA, ILL.

WAGNER & SON
TRANSFER—PACKING—STORAGE
Packers and Shippers for the TWIN CITIES
Logan & Water Sts. Champaign, Ill.

CHICAGO, ILL.

**BEKINS
HOUSEHOLD SHIPPING COMPANY**
Reduced Rates on Household Goods, Automobiles
and Machinery
General Offices, 805 BEDFORD BLDG., Chicago
NEW YORK, BOSTON, BUFFALO, CINCINNATI

CHICAGO, ILL.

**CENTRAL
STORAGE & FORWARDING CO.**
2001 West Pershing Road
Operating
CHICAGO'S FINEST MERCHANDISE WAREHOUSES
On the great Chicago Junction Railway—In the world-
famous Central Manufacturing District—The geographical
center of Chicago.
No Switching Charges—No Cartage—No Delays.
650,000 square feet of fireproof space. Insurance rate $7\frac{1}{2}\%$.
No Trap-Cars Here
L. C. L. Freight Loaded Direct to Destination
WHY NOT USE THE BEST FACILITIES?

CHICAGO, ILL.

**Before you decide on your
Chicago Warehousing connections,
investigate the facilities and service
of the —**

Continental Warehouse Co.
416-434 West 12th Place — Chicago

*Sprinkled warehouses in the heart
of the freight terminal district*

CHICAGO, ILL.

Currier-Lee Warehouse Co.
427 West Erie St., Chicago, Ill.

**MERCHANDISE
STORAGE EXCLUSIVELY**

MODERN BUILDINGS
CONVENIENT LOCATION
UP-TO-DATE METHODS
ADEQUATE FACILITIES
LOW INSURANCE RATES
EXPERIENCED EMPLOYEES

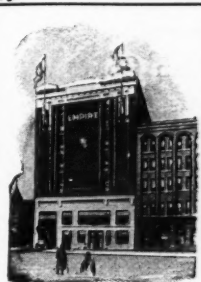
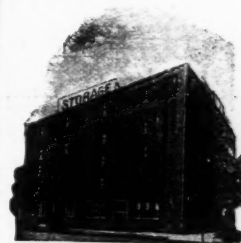
CHICAGO, ILL.

**EMPIRE
STORAGE
COMPANY**

**Fireproof
Warehouses**
For Household Goods
(Established 1891)

Carloads billed to our house track on
Illinois Central Railroad at Fifty-first
Street can be unloaded direct to our
warehouse floor.

Low distribution rate on pool cars.



**"Ship the
Empire Way"**

**EMPIRE STORAGE
COMPANY**
52ND ST. AND COTTAGE
GROVE AVE.

MEMBER
National Furniture Warehouseman's Assn.
Illinois

**Pick Your
Consignee**

from the companies listed in
this section—they are the "live
wires" of the field and will han-
dle your shipments promptly
and efficiently.

CHICAGO, ILL.



**This New Unit in
G & W Storage Facilities
is Now in Service**

Direct connection with five trunk lines and
a belt line insures adequate switching serv-
ice.

G & W Insures Warehouse Service

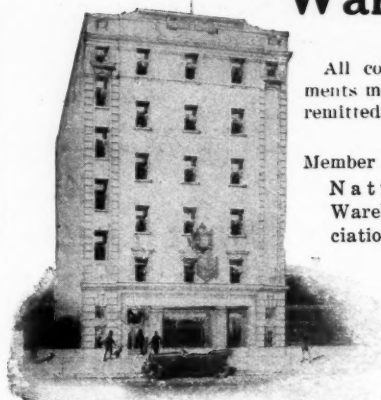
GRISWOLD & WALKER, Inc.
1525 Newberry Avenue
CHICAGO

CHICAGO, ILL.

ESTABLISHED 1874

HEBARD

Storage Warehouses



All collections on ship-
ments made to us promptly
remitted.

Member of
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Warehousemen's Asso-
ciation, Illinois, New
York and
Southern
Warehouse-
men's Asso-
ciation.

Our Seventh Warehouse
on 6331-33 Broadway, near Devon Avenue, which will handle all
Rogers Park or North Shore shipments.
Warehouses A-B-C-D, West Side, Ogden and Winchester Aves.
Warehouses E-F, North Side, Sheridan Road and Sheffield Ave.
Warehouse G, North Side, Broadway near Devon Ave.

CHICAGO, ILL.

HARDER'S

Fireproof Storage & Van Co.

*Largest System of Fireproof Storage Warehouses in the
United States*

HOUSEHOLD GOODS

This large group of modern storage plants, each located with a view
to rapid and efficient handling of household goods and merchandise,
should be on your list if you insist upon service.

We are expert handlers of household goods. In every branch of
packing, moving, storage and shipping we excel. Safety deposit and
silver vaults. Pool car distribution and city delivery service.

We remit promptly upon receipt of B/L

MERCHANDISE

Our merchandise storage and distribution facilities include private
switches and sidings. Free switching. No haulage charges. Our
shippers are always satisfied in their transactions with us.



Pool Car Distributors

Members N. F. W. A., A. W. A.,
Ill. W. A.

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Fortieth Street and Calumet Ave.
KENWOOD
4714-16 Cottage Grove Ave.
WOODLAWN
1117-19 East 63rd St.
ENGLEWOOD
6154-56 Wentworth Ave.
STONY ISLAND
6824-26 Stony Island Ave.
BROADWAY
4015-17 Broadway

Harder's Fireproof Storage & Van Co.

General Offices
40th St. and Calumet Ave.
Chicago

CHICAGO, ILL.

"NO DELAYS"

Edward Lasham Co.

Merchandise Storage

Pool Car Distributors

Teaming and City Delivery

Seventy-Five Motor Trucks and Wagons

Downtown Modern Warehouse

Switch Track Connections with All Roads

Served directly by Illinois Central, Michigan Central,
Chicago & Northwestern and Chicago, Burlington &
Quincy.

EDWARD LASHAM CO.

1559 S. State St.
Chicago
Illinois



CHICAGO, ILL.

MAHIN**SHIPPING AND STORAGE
WAREHOUSE**

Merchandise and Automobile storage. Ideal location for south side distribution. Direct connection with all railroads. Prompt and efficient service. Truck Fleet. Consign to us and let us assist you in reducing distribution costs on the south side of Chicago. Fifteen years in the business.

**WE KNOW HOW
MAHIN**

SHIPPING AND STORAGE WAREHOUSE
1629-35 South Wabash Ave. Chicago, Ill.
Phone: Calumet 2769

CHICAGO, ILL.

MIDLAND WAREHOUSE & TRANSFER CO.
MERCHANDISE STORAGE AND DISTRIBUTING
15th St. and Western Ave.
Chicago, Ill.

WAREHOUSES
NO. 1 43rd AND ROBEY STS.
NO. 2 15th PL. AND WESTERN AVE.
NO. 3 15th ST. AND WESTERN AVE.

No Cartage
or Trap Car
Delays
in Making
L. C. L.
Shipments

CHICAGO, ILL.

**MERCHANDISE STORAGE
FROSTPROOF**

Very Low
Insurance Rates

CM&STP Ry. Track
Inside Buildings

The Ontario Warehouse Co.

Ontario & Kingsbury Sts., Chicago, Ill.

Service is not a matter of big things alone, but of a multitude of things, many of them small, that contribute to a result that is more than just satisfactory.

CHICAGO, ILL.

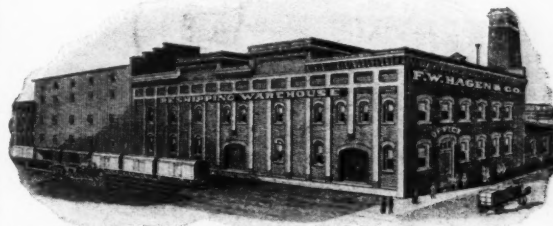
Railway Terminal & Warehouse Company
444 W. Grand Ave.**Merchandise Storage**

Located in the heart of the wholesale district. Especially convenient for the warehousing of spot stocks for distribution among the wholesale grocers.

Side track facilities with free switching from all railroads entering Chicago.

**Modern Building—Low Insurance Rates
Use Our Service**

CHICAGO, ILL.

**RESHIPPING WAREHOUSES**

Branch	Grand Crossing	Branch
Harvey, Ill.	L. C. L. without cartage	So. Chicago, Ill.
Phone 46	Daily Trap Cars	Phone 367
	H. P. 3109—Midway 4940	

**LUMBER AND YARD STORAGE OFFICES
DERRICKS, SPACE, TRACKAGE
AUTOMOBILES, TRUCKS, TRACTORS
STEEL AND HEAVY PRODUCTS**

Merchandise of All Kinds

No congestion. Modern facilities. All within the Chicago Switching District. Milling in Transit Privileges. Write or wire—F. W. Hagen & Co., 1131 East 77th St., Chicago, Ill.

P. A. HALLBERG, Manager

CHICAGO, ILL.

Soo Terminal Warehouse

519 W. Roosevelt Road Chicago, Illinois

*Merchandise Storage and Distribution
Pool Cars Efficiently Handled*

We will deliver via the Chicago tunnel to any trunk line, freight house floor, excepting the Pierre Marquette Railroad, your shipments destined for points beyond Chicago; also we will make shipments for you over the Aurora & Elgin electric line and its connections, which gives over-night service. All without cartage charges.

"THE ECONOMICAL WAY"

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING
by George S. Lovejoy, Vice-President of the
American Warehousemen's Association.

CHICAGO, ILL.

Have Your Own Transfer Representative In Chicago

If you desire to make store door delivery in Chicago, you should use our facilities. If you will load your shipments for Chicago and points beyond so as to make a carload, we will distribute and re-ship the consignment. Send us parcels and packages in any quantity for delivery and re-shipment by freight, express or parcel post for Chicago and beyond.

We team freight to connecting lines for loading in through cars the same day unloaded.

Our representatives are at depots and docks.

Your agents and your customers save time and annoyance, if shipments are sent in our care.

Ask any railroad freight man about us.

Members of the Credit Men's Association.

Authorized Railroad Freight Transfer Agents.

**Jos. Stockton
Transfer Co.**
1020 So. Canal St.
Chicago, Ill.

CHICAGO, ILL.

TOOKER STORAGE & FORWARDING CO.

MERCHANDISE WAREHOUSEMEN

Pool Cars Distributed
Minimum Handling Expense
Building Equipped
With Sprinkling System
Motor Truck Service

New York Office
and
Warehouse:
28th St. & 11th Ave.
Erie R. R. Tracks
Tel. Chelsea 7845-7846

Chicago Office
and
Warehouse:
Clark & 14th Sts.
Erie R. R. Tracks
Tel. Victory 2360-2429

DANVILLE, ILL.

Danville Transfer & Storage Co.

C. B. Hall, Pres.

G. W. Orr, Secy. & Treas.

The only fireproof warehouse in Danville. Storage for household goods and Merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads.

Members American Chain of Warehouses.
Members National Furniture Warehousemen's Assn.
Members Illinois Furniture Warehousemen's Assn.

CHICAGO, ILL.



When you
want a
AREHOUSE

AT

CHICAGO

Write or
ire
ESTERN



SAVE TIME, MONEY and WORRY

in reaching your Western customers by using the up-to-date storage and traffic facilities of the *Largest Public Warehousing Unit West of the Atlantic Seaboard.*

HALF A MILLION square feet of the best floor space in Downtown Chicago devoted exclusively to the "open" storage of Quality merchandise. Insurance, 18.9c per \$100 per annum.
"At the Edge of the Loop," close to Chicago trade.

Write us now; we know how.

STOCKS CARRIED for local and out-of-town concerns. Storage-in-transit. Prompt rail reshipments anywhere, without cartage. Pool cars broken. Automobile storage and reshipment a specialty. Negotiable Receipts issued.

WESTERN WAREHOUSING COMPANY

MERCHANDISE WAREHOUSES
POLK STREET TERMINAL, PENNSYLVANIA SYSTEM

Telephone Harrison 6350

CHICAGO

WILSON V. LITTLE, Superintendent



DECATUR, ILL.

Decatur's Pool Car Distributors
Private Switch for Merchandise Consignments

HAMMAN BROS.

TRANSFER—STORAGE—PACKING—SHIPPING

Members N. F. W. A., I. F. W. A., C. W. A. of Ill.

William & Broadway St.

Decatur, Ill.

DECATUR, ILL.

MERIDITH STORAGE CO.

320-350 E. Cerro Gordo

STORAGE AND DISTRIBUTION

Railroad frontage. Three blocks to all freight depots.

VANS—TRUCKS—DRAYS

Member I.F.W.A.—N.F.W.A.—C.W.A.—I.A.W.

MOLINE, ILL.

Fireproof Warehouse

Freight Distributors for Moline, Rock Island,
East Moline and Silvis, Ill., Davenport, Iowa
and Upper Mississippi Valley

Send your freight to us at Moline for distribu-
tion as we are in the center of the group of cities
here and the haul will be shorter. We have our
own private track at the warehouse and our own
team track. Forwarding and reconsigning.

Crandall Transfer & Warehouse Company

1205-1209 Fourth Ave.

Moline, Illinois

ELGIN, ILL.

CONSIGN TO US**TO REACH THE FOX RIVER VALLEY**

We are located at the entrance to one of the most pros-
perous agricultural and dairy sections in the country—
convenient to nearly a hundred good sized towns.

By interurban and rail connections we handle promptly
cars of merchandise and household goods consigned to
us. Several modern plants for storage are available.

Consign to us. We know how.

Elgin Storage & Transfer Co.

60-62 RIVER STREET

ELGIN, ILL.

ROCKFORD, ILL.

*"The Choice of the Greatest Industries"*

FREEPORT, ILL.

DORMAN

TRANSFER & STORAGE CO.

Pool car distribution. Private switch to C. & N. W. and Ill.
Cent. main lines. Local and interurban motor truck delivery.

MATTOON, ILL.

FORTY YEARS of efficiently and econom-
ically distributing merchandise. Forty
years of storing, packing, shipping and receiv-
ing household goods. When dealing with a
firm of our age, you are assured of service that
cannot be bettered. Our thirteen motor trucks
reach every part of Coles, Shelby, Moultrie and
Cumberland counties over new hard roads at
extremely reasonable rates.

HAYES

112-14-16 North Sixteenth Street

Private Siding. Pool Car Distribution.

The Men Who Distribute

Excelsior Stoves

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ROCK ISLAND, ILL.

Why not give better

S E R V I C E

to your customers

by carrying a stock or breaking pool cars at

**ROCK ISLAND, ILLINOIS
ON THE MISSISSIPPI RIVER**

Where rates break

Private Switch—C.B.&Q., C.R.I.&P., C.M.&ST.P.

Daily deliveries to Moline, Ill., and Davenport, Iowa.

Low Insurance Rates

Prompt and Accurate Reports and Inventories
Traffic Experts

Send for our Freight Rate Circular showing
average cost of distributing for this terri-
tory through our house.

Members A.W.A., A.C. of W., C.W.C., N.F.W.A., etc.

Rock Island Transfer & Storage Co.

101-115 17th Street

Rock Island, Ill.

FORT WAYNE, IND.

WALTER A. BORGMANN, Pres. CHRISTIAN F. BORGMANN, Sec'y-Treas.

BROWN TRUCKING COMPANY

MOVING, DISTRIBUTING, STORAGE
AND GENERAL TRANSFER

Pool Cars

Office 125 W. Columbia Street

FORT WAYNE, IND.

Fort Wayne Storage Company
FORT WAYNE, INDIANAGeneral Merchandise
Storage and Forwarding

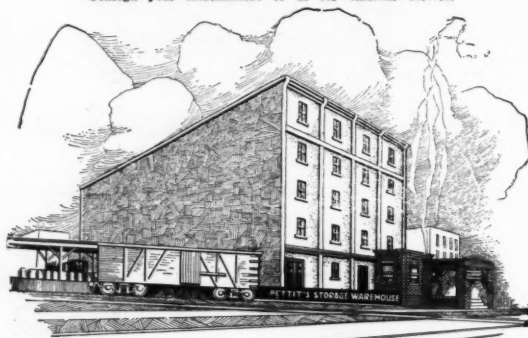
FORT WAYNE, IND.

Located in Center of Business District

PETTIT'S STORAGE WAREHOUSE CO.

"FIREPROOF"

STORAGE, TRANSFER, DISTRIBUTION

Merchandise Warehousing and Forwarding and Sample Space
SERVICE COUNTSWe have our own truck line and are equipped to make prompt deliveries.
EXPERIENCED MEN IN CHARGESpecial attention to Pool Car Distribution.
Consign your merchandise to us for efficient service.

PRIVATE SIDING

INDIANAPOLIS, IND.

INDIANAPOLIS WAREHOUSE CO.

Our Service consists of—Warehouse for Manufactured Articles, Trucks
for Drayage Equipment. Prompt shipment, and reports as you want
them.

We are, in fact, ready to be your Shipping Department.

Located in the heart of the U. S. A., within 12 to 24 hours of
your customers in Indiana, Ohio, Illinois, Kentucky and Michigan.

Insurance rate, 30c—extra hazardous goods not taken.

Six-story and basement, heavy mill construction, sprinkler equipped,
A. D. T. Watchman Service. 150,000 square feet heated to 50°.We solicit your business and refer you to any of our customers as
to our ability to do it right.

Railroads:

Penns. Ry.; C. C. C. & St. L. Ry.; C. I. & W. Ry.; L. E. &
W. Ry.; Ills. Central Ry.; C. I. & L. Ry.
18 Traction Freight Lines.

The Indianapolis Warehouse Co., Inc.

FRANK A. TODD, V. P. and Gen'l Mgr.

West New York and Canal

INDIANAPOLIS

INDIANA

The Men Who Distribute

Pillsbury Flour

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

INDIANAPOLIS, IND.

INDIANA'S
LEADING
WAREHOUSE
SERVICE
FIRSTINSIDE TRACKAGE
FOR 10 CARS
SIX ELEVATORSHENRY COBURN
STORAGE & WAREHOUSE CO.

INDIANAPOLIS, IND.

STORAGE AND DISTRIBUTION

OF
GENERAL MERCHANDISENo Delays During Switching
Elevated TracksPool Cars and Prompt Delivery Service a Specialty
MOST CENTRALLY LOCATED

About

Distribution & Warehousing

"We read pretty nearly everything that is published in DISTRIBUTION & WAREHOUSING each month and never fail to get really useful information out of it."—W. N. Wilson, Treas., Security Storage & Safe Deposit Co., Norfolk, Va.

"There is no question but what the work which your magazine is doing in the particular field of distributing and warehousing will only result in good for the warehousing industry."—George S. Lovejoy, Manager, Quincy Market Cold Stor. & Whse. Co., Boston, Mass.

"I certainly think you are putting out a most creditable trade journal. In fact, all of the matter contained is of great interest to everyone connected with the warehouse industry."—L. T. Crutcher, Vice-Pres., The General Storage Co., Cleveland, O.

INDIANAPOLIS, IND.



Indianapolis' Most Convenient Warehouse

Has facilities for handling merchandise unexcelled in this city. Located as we are, in the very heart of the jobbers and freight terminal area, our advantages for storage and prompt distribution are obvious.

**FIREPROOF
AND MODERN
THROUGHOUT**

TRIPP

Warehouse Company

**SATISFACTORY
SERVICE
GUARANTEED**

620 SOUTH CAPITOL AVENUE

INDIANAPOLIS, INDIANA

SOUTH BEND, IND.

WARNER WAREHOUSE CO.

Merchandise Storage and Distribution

New York Central Siding—Free Switching—Pool Car Distribution—Negotiable Warehouse Receipts Issued.

American Warehousemen's Assn.
Members: Central Warehousemen's Club
American Chain of Warehouses

SOUTH BEND, IND.

Phone Main 774

Woodworth's Storage and Transfer Line

FREIGHT TRANSFER AND HEAVY MACHINERY

Furniture Moved in Vans and Stored in Fireproof or Mill Constructed Buildings

OFFICE: REAR ROBERTSON HOTEL, EAST WAYNE STREET
J. P. WOODWORTH, Manager

MEMBERS { National Furniture Warehousemen's Assn. SOUTH BEND, IND.
Indiana Transfer Men's Assn.

BURLINGTON, IOWA

MERCER

ON THE MISSISSIPPI

Solicits Your Shipping on This Basis

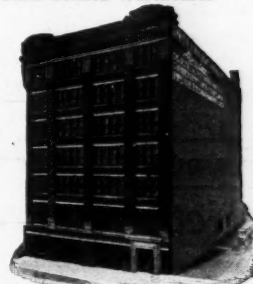
One day delivery to Omaha, Twin Cities, Chicago, and St. Louis. Clean storage and efficient handling. On main line C. B. & Q. Free switching on all roads. Low insurance. Pool cars handled promptly. On shipment originating east of Chicago, we can distribute to entire State of Iowa cheaper than if handled through Des Moines. Let our traffic department show you. Rates quoted promptly.

Mercer Transfer & Storage Co.
Burlington, Iowa

COUNCIL BLUFFS, IOWA

State Bonded Warehouses

Complete equipment, manned by capable, experienced crews, captured by seasoned warehousemen, are at your service here. Whatever you expect of a warehouse you may expect of Ford, and find it done in the best manner possible.



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FORD

"Gets There Regardless"

Transfer & Storage Co.

Local Shipments Efficiently Handled by 17 Trucks

Private Sidings
Pool Car Distribution and Reforwarding
Fireproof Storage
Moving Packing Shipping



700 So. Main St.

Omaha, Nebr.

813 Douglas Street

Council Bluffs, Ia.

700 S. Main Street

CEDAR RAPIDS, IOWA

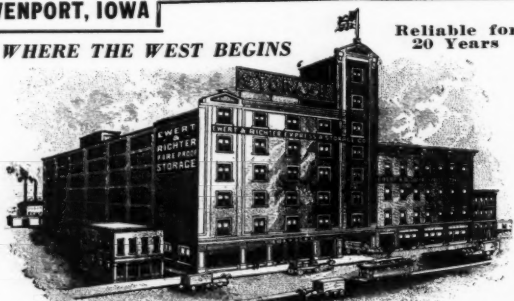
Cedar Rapids Transfer Co.

Fireproof Warehouse Motor Truck Service

Distributing and Warehousing All Classes of
Merchandise, Household Goods and Automobiles
290,000 Square Feet Storage Space

DAVENPORT, IOWA

WHERE THE WEST BEGINS

Reliable for
20 Years

Fireproof Warehouse, on Trackage—In the Business and Shipping
District of Davenport
Reference 93—Nationally Known Firms Using Our Distributing and
Warehouse Service

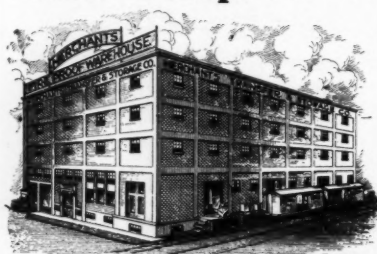
WHY—THIS PREFERENCE?

- | | |
|-----------------------------|---|
| 1st Reason | { Reliability
Promptness
Courtesy |
| 2nd Service | { Branch facilities
Modern Equipment
Own line of trucks |
| 3rd Opportunities | { Davenport, West Bank Miss. River breaking point
of freight rates
Freight saving on C. L. more than covers L. C.
L. to ultimate destination; 24 hr. delivery radius
200 miles, 48 hr. delivery radius Mo. River
ports |
| 4th Location | { Central—1 to 5 blocks to Jobbers and Depots on
trackage—no switching charge Rock Island &
Moline, Ill. adjoining with regular delivery ser-
vice |
| 5th Advantages | { Traffic Dept. to assist the Mfr. on rates, cost
and saving.
Reshipments to your trade, invoicing and propor-
tioning freight charges.
Clerical work, accurate, dependable. |
| 6th Result | { Appreciation and recommendation from 93 satisfied
Manufacturers and Distributors means our suc-
cess. |
| 7th Allow Us to
Prove It | { Write us or any firm we serve
Let us help solve your problems. |

Ewert & Richter Express and Storage Co.
Davenport, Iowa

DAVENPORT, IOWA

New Fireproof Warehouse



for Storage of
Merchandise and
Household Goods
Distributors and
Forwarders

for
Davenport, Iowa,
Rock Island,
Moline, and East
Moline, Illinois
and the Middle
West

Private R. R. Siding.
Free Switching

Pool Car
Distributors

Merchants Transfer and Storage Company
Davenport, Iowa

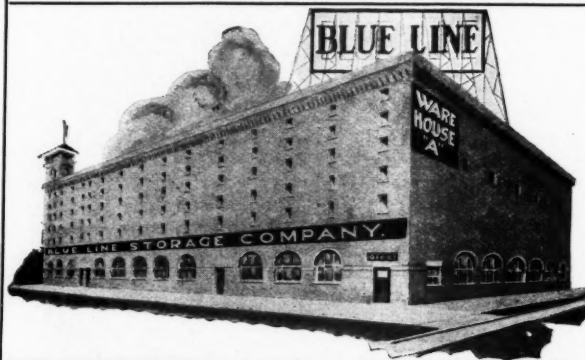
The Men Who Distribute

Kelly-Springfield Tires

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

DES MOINES, IOWA.

BLUE LINE STORAGE CO.



3 large warehouses. Fireproof storage
household goods — merchandise storage
distribution—cartage. Private tracks with
16 car capacity. Covered unloading docks.

Pleasing service guaranteed.

FRANK O. GREEN, Pres. LAWRENCE E. STONE, Sec., Gen. Mgr.
DES MOINES, IOWA

DES MOINES, IOWA

RED LINE Transfer & Storage Co., Inc.

*Merchandise and Furniture Warehouse
Distributors and Forwarders*

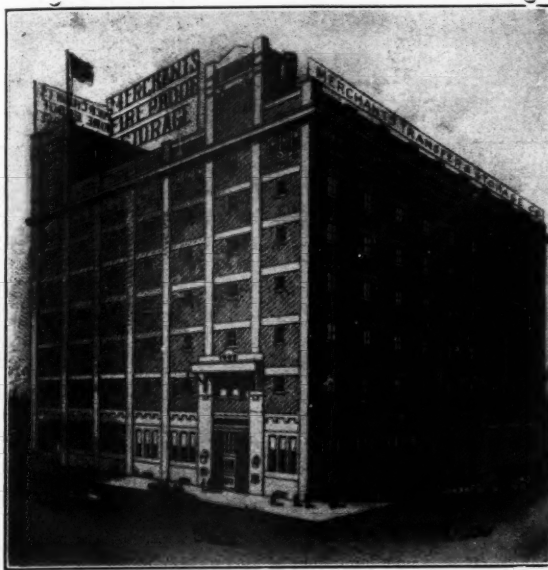
Send Your Pool Cars in Our Care
New Fire-Proof Warehouse
Teams or Auto Trucks for Hauling
Free Switching on All Railroads to Our
Warehouse

515 East Court Ave. Des Moines, Iowa

Pick Your Consignee

from the companies listed in
this section—they are the "live
wires" of the field and will han-
dle your shipments promptly
and efficiently.

DES MOINES, IOWA



200 Package Cars leave Des Moines daily, furnishing 24-hour service to surrounding territory.

Close to Iowa's Pocketbook

The per capita wealth for Iowa is \$3,539. The per capita wealth for the remainder of the United States is \$1,965.

No point in Iowa is over 12 miles from a railroad and Des Moines is only 200 miles from the geographic center of the United States.

By placing your spot stocks on our floors you can have 24 hour service to extreme Iowa points.

Was there ever a better chance for the Traffic Manager to give the Sales Staff solid backing?

Our service means easier sales next time the traveling man calls. Deliveries in good order mean bigger repeat sales.

Easily available stocks are turning faster, resulting in more frequent profits, the economy of using our service adds another width to your margin of profit.

MERCHANTS

TRANSFER & STORAGE CO.

Ninth and Mulberry Streets, Des Moines, Iowa

AWA

Members
NFWA

CWC

MARSHALLTOWN, IOWA

EWING of MARSHALLTOWN

Connects with three railways, distributes pool cars and spot stocks, stores, moves and ships furniture, hauls by truck, and doesn't charge too much. If you've got anything for Iowa, "Send It To Ewing."

EWING TRANSFER CO.,

Marshalltown, Iowa

SIOUX CITY, IOWA

Pianos, Safes and Heavy Hauling
If It's Routed to or Through Sioux City, Bill It to

ROSENTHAL

Fireproof and Steam Heated Storage
300 Iowa Street, Sioux City, Iowa

OTTUMWA, IOWA

DAGGETT

TRANSFER AND STORAGE

Special Attention Given to Merchandise
Distribution and Pool Car Shipments

MEMBERS:

Central Warehousemen's Club
National Furniture Warehousemen's Association

WATERLOO, IOWA

IOWA WAREHOUSE CO.

Fireproof Warehouse Motor Truck Service

Distributing and Warehousing All Classes of
Merchandise, Household Goods and Automobiles

SIOUX CITY, IOWA

WE, as merchandise storers and factory distributors, have every facility consistent to high-class service. Our building, consisting of 50,000 sq. ft. of floor space, is equipped with rat-proof, freeze-proof rooms, which also keep from twenty to thirty degrees cooler than the atmosphere in the summer months, making them ideal for the storing of prepared flour, canned milk, cooking fats and other commodities requiring an even temperature.

Located on C. St. P. M. & O. trackage with free switching from all rail connections; namely, C. M. & St. P., Great Northern, Chicago, Burlington & Quincy, C. & N. W., Illinois Central.

Let us serve you at a price you can afford to pay.

Monarch Storage & Forwarding Co.

"Service that Satisfies"

KANSAS CITY, KANSAS

THE INTER-STATE TRANSFER & STORAGE COMPANY

PACKING, MOVING, STORING AND SHIPPING

1106-8-10 North Fifth Street

L. J. Canfield, Proprietor

Both Telephones 0075

We handle approximately 75% of all the freight shipped to Kansas City, Kan.—
L. J. Canfield.

PITTSBURG, KANSAS

Best Location for KANSAS, MISSOURI, and OKLAHOMA
MERCHANDISE STORAGE and POOL

CAR Distribution

Located on the Atchison, Topeka & Santa Fe, Joplin-Pittsburg, Kansas City Southern, Missouri Pacific, and St. Louis & San Francisco Railways.

PITTSBURG TRANSFER & STORAGE CO., Inc.
P. O. Box 527

WICHITA, KANSAS

Our Insurance Rates Are the
Lowest

Select your Warehouseman as you would your
banker.

"Service Is Our First Consideration"

BROKERS OFFICE & WAREHOUSE CO.

"BONDED"
143 No. Rock Island Avenue
STORAGE, DISTRIBUTION and FORWARDING
Centrally located in the jobbing district and to the Railway Stations.
M. E. CUYKENDALL, Mgr.

New

Fireproof

Reliable

WICHITA, KANSAS

BEST DISTRIBUTING POINT FOR THE SOUTHWEST

Warehouse 25,000 square feet floor space. Free switching privileges. A. T. &
S. F. C. R. I. & P. Mo. Pac., Frisco, Orient and Midland Valley Railroads.
ARE YOU looking for a firm that will handle your shipments PROMPTLY—
EFFICIENTLY—COURTEOUSLY in Wichita?

If so, consign your shipments—Care of

Southwestern Storage and Distributing Company
428-432 North Wichita Street, Wichita, Kansas

POOL CAR DISTRIBUTORS

Correspondence solicited

WICHITA, KANSAS

A. F. JONES, Pres.

E. W. JONES, Vice-Pres.

L. B. JONES, Treas.

J. H. BRUGH, Sec., Gen. Mgr.



General Warehousing
Storage, forwarding and Distributing

300,000 SQUARE FEET

CAPITAL \$100,000.00



WE OPERATE FOUR OF
THE FINEST FIREPROOF WAREHOUSES
IN THE MIDDLE WEST.

WE MAKE LOANS AGAINST OUR
WAREHOUSE RECEIPTS

UNITED WAREHOUSE CO.

WICHITA, KANSAS
115 N. Meade & 815 E. 2nd

KANSAS CITY, MO.
2114 Central St.

LEXINGTON, KY.

UNION TRANSFER & STORAGE
COMPANY

INCORPORATED

Merchandise and Furniture Storage
Distributors and Forwarders
Warehouses on Private Sidings

Member of American Chain of Warehouses

LEXINGTON

KENTUCKY

LOUISVILLE, KY.

FIREPROOF STORAGE CO., Inc.

308-14 West Liberty St.

Located in center of MAIN BUSINESS SECTION
Only absolutely FIREPROOF STORAGE WAREHOUSES
in our city

Assembling and Distributing Car Shipments a Specialty
Prompt attention given to collections

LOUISVILLE, KY.

Carry Spot Stocks in Louisville

Where Concentrates the Golden Flood
of Ohio River Valley Commerce

Louisville Public Warehouse Co.

Louisville, Kentucky

W. N. Cox, President.

E. H. Bacon, Vice-President.

LOUISVILLE, KY.

SAFETY TRANSFER AND
STORAGE CO., INC.

"Louisville's Leading Movers & Packers"

Clay and Main Streets
We Move, Pack, Store and Forward Household
Goods
Member N. F. W. A.

The Men Who Distribute

Firestone Tires

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ALEXANDRIA, LA.

ALEXANDRIA
In the Heart of Louisiana

The meeting point of seven roads
giving quick service to nearly
every town and city in state

NOW IN OUR NEW BRICK AND CONCRETE WARE-
HOUSE WITH PRIVATE SIDING ON C. R. I. P. RAIL-
ROAD. THE FOLLOWING NATIONALLY KNOWN
CONCERNS USE OUR SERVICE. WHY NOT YOU?

The Procter & Gamble Dis. Co. Memphis, Tenn.
The Ohio Match Co. Wadsworth, Ohio
The Borden Co. New York, N. Y.
Kellogg Toasted Corn Flake Co. Battle Creek, Mich.
Sears, Roebuck & Co. Chicago, Ill.
Montgomery Ward & Co. Chicago, Ill.
Shapleigh Hdwe. Co. St. Louis, Mo.
Simmons Hdwe. Co. St. Louis, Mo.
Federal Match Corporation New York, N. Y.

We Also Serve the Leading Louisiana Concerns

TRY US

Your inquiries Will Receive Prompt Attention

Carnahan's Transfer & Storage

Second and Xavier Street

Alexandria

Louisiana

Members { American Warehousemen's Ass'n.
National Furniture Warehousemen's Ass'n.

NEW ORLEANS, LA.

NEW ORLEANS, LA.

2ND PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.

Only one-half square from Mississippi River.

Track facilities for seventy-three (73) cars at one time.

Operated in conjunction with Dennis Sheen Transfer, Inc., oldest and most complete hauling corporation South.

Electrical unloading and piling devices built to eliminate any damage in handling.

Excellent switching connections, with all lines entering New Orleans.

INDEPENDENT WHSE. CO., Inc.
New Orleans, La.

BANGOR, MAINE

McLaughlin Warehouse Co.

Established 1875

Incorporated 1918

General Storage and Distributing
Capacity 70,000 Sq. Ft.

Rail and Water Connection
Private Siding Capacity, 15 Cars.

Member:
American Warehousemen's Association
American Chain of Warehouses

PORTLAND, MAINE

Galt Block Warehouse Company

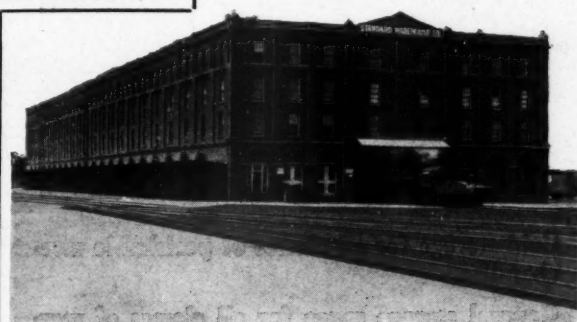
PORTLAND, MAINE

STORAGE, GENERAL MERCHANDISE
AND HOUSEHOLD GOODS

Private track, sprinkler equipped, low insurance rate. Storage in Transit on Flour, Cereals and Canned Goods.

Office, 20 Commercial Street, Portland, Maine
J. S. SAWTELLE, Manager.

NEW ORLEANS, LA.



All You Desire

Volume of freight is, of course, accompanied by extent of facilities. Handling a volume second only to New York, New Orleans offers shippers first-class mediums of distribution.

An intelligent, expert use of these facilities is offered by our traffic department. Pool cars are distributed and spot stocks forwarded without friction or astrays. Our 100,000 feet of space is amply served by 800 feet of platform, where forty trucks may be simultaneously loaded for city and interurban delivery. Our switch tracks are inside the building, guaranteeing perfect protection.

Export and import matters can be safely left to us.

STANDARD
Warehouse Company,
100 Poydras St.,
New Orleans, La.

BALTIMORE, MD.

Phone Gilmor 3000.

THOS. H. VICKERY, President.

BALTIMORE STORAGE
& MOVING COMPANY

1710 to 1720 Edmondson Ave.

Members { N. Y. F. W. A.
Balt. F. W. A.

Fireproof Wh'se in rear

BALTIMORE, MD.

Low Insurance Rates

Merchandise Warehousing

&

Distribution

Complete modern Warehouse Service
to all shippers.

Pool-Cars a Specialty

Located in heart of wholesale district

CENTRAL WAREHOUSE CO.

517 to 525 W. Baltimore St.

"We Give Service, Don't Promise It."

The Men Who Distribute

Porter Door and Window
Screens

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

BALTIMORE, MD.

FIDELITY STORAGE CO.

2104-6-8-10 Maryland Avenue

*Household Goods Exclusively
Your Clients Efficiently Served
All Collections Promptly Remitted*

MEMBERS

Baltimore Furniture Warehousemen's Association.
National Furniture Warehousemen's Association.

Baltimore's Modern Fireproof Warehouse

BALTIMORE, MD.

Security Storage & Trust Company

Resources Over One Million Dollars

15 W. North Avenue

FIREPROOF WAREHOUSES

MOTOR EQUIPMENT

EFFICIENT SERVICE

TO WAREHOUSEMEN

Members of

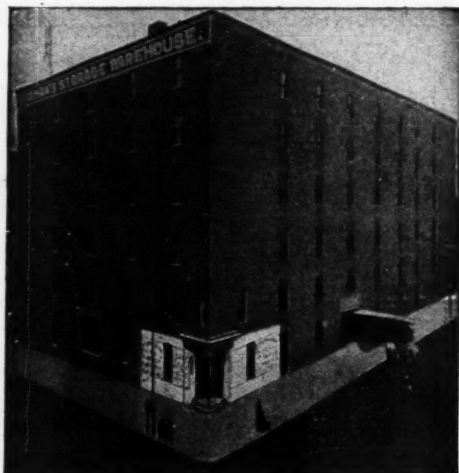
Baltimore Furniture Warehousemen's Association
National Furniture Warehousemen's Association

BALTIMORE, MD.

Graham's Storage Warehouse

The Largest in Baltimore

Established 1887 GEO. D. MAGRUDER, Pres. and Gen'l Manager



800 Storage rooms, one to ten Van load capacity.
Vans load and unload in the centre of the building.

MOVING—PACKING—SHIPPING
MOTOR EQUIPMENT

Send us your Baltimore Consignment
Members, Md. Whse. Assn., Nat. F. W. A.

BALTIMORE, MD.

Established 1879

MONUMENTAL STORAGE & CARPET CLEANING CO.

1110-1116 PARK AVENUE, BALTIMORE, MD.

ABSOLUTELY FIREPROOF WAREHOUSE

*Furniture Storage — Packing — Moving
Carpet Cleaning*

Members N. F. W. A. and B. F. W. A.

ARLINGTON, MASS.

ARLINGTON STORAGE WAREHOUSE

20 Mill Street, Arlington, Massachusetts

Fireproof and Semi-Fireproof Sections

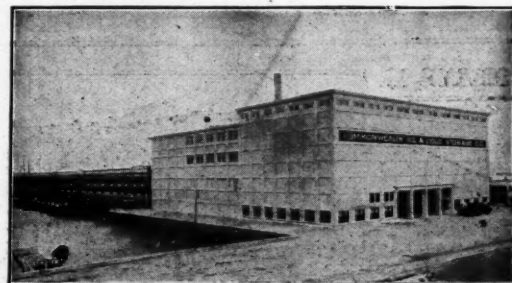
Household Goods Exclusively
Modern Heated Piano Room

Separate Locked Rooms for Furniture

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Packing and Shipping Anywhere
Consignments Solicited

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"Where Rail Meets Sail"



Cold storage for all classes of perishable merchandise.

General storage space for all classes of merchandise.

Directly connected side track on New York, New Haven and Hartford.

Perfect local distribution facilities.

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220 Northern Ave. BOSTON, MASS.

BOSTON, MASS.

GIBBS EXPRESS CO. YETTEN'S STORAGE

ESTABLISHED 1845

232 State St.

Tel. Richmond 3408

General Merchandise Distribution and Warehousing
We operate 6 motor trucks and 6 horse drawn vehicles

BOSTON, MASS.



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HOME, OFFICE and LONG DISTANCE MOVING

Having a five story building comprising forty-one thousand square feet devoted exclusively to the Packing and Storing of Household Goods and Office Furniture for shipment.

We are the largest concern in New England doing this kind of work, operating a fleet of trucks for intercity and interstate shipments, also take care of your collections and represent you at this end.

Main Office and Packing Dept.

79 Broadway

South Boston

Intown Office

28 Bromfield Street

Boston

BOSTON, MASS.

FRANCIS FITZ CO.

STORAGE WAREHOUSES

25, 27, 29, 30, 31, 32, 33, 34 Pittsburgh Street
28, 30, 32, 34 Stillings Street

Established 1872—Incorporated 1906

Office, 30 Pittsburgh Street

DIRECT TRACK CONNECTION

New York, New Haven & Hartford R. R. Free Switching from all Railroads. We specialize in receiving and distributing merchandise and can offer you all the facilities of an up-to-date warehouse with personal supervision.

Our customers' interests are our own

MEMBER OF

American Warehousemen's Association
Massachusetts Warehousemen's Association

BOSTON, MASS.

Quincy Market Cold Storage and Warehouse Co.

STORAGE FOR FREE AND BONDED MERCHANDISE

Special Attention Given to Distribution

Charles River Stores, 4,776,000 cu. ft. Fire-proof construction—Lowest Insurance Rates. Direct track connection with the Boston & Maine R. R. Deep Water Connection—Dock 500 ft. long.

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Summer Street Stores, 2,000,000 cu. ft. Fire-proof construction. Lowest Insurance Rates. Direct track connection with the New York, New Haven & Hartford R. R.

GEORGE S. LOVEJOY, Manager

General Storage Department

Main Office:

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Summer Street Stores, Direct Connection via N. Y., N. H. & H. R. R.

BOSTON, MASS.

Northern Avenue Stores and Dock Corporation

New Haven Terminal Stores
308-316 Congress Street, Boston, Mass.

Direct Track Connection
New York, New Haven & Hartford Railroad
Dockage for Steamers and Vessels

Storage of Wool, Leather and General Merchandise

Fort Hill Storage Warehouse
415-429 Atlantic Avenue
76-86 Purchase Street
General Merchandise
George W. Blinn, Manager

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**BROCKTON
FIREPROOF STORAGE COMPANY**
43 North Montello Street, Brockton, Massachusetts
Telephone Brockton 1140
General Merchandise. Distributing. Separate Rooms for Furniture.
Negotiable Receipts.
Bonded Warehouse. Our own Side Track. Member A. W. A.
Located in center of business and shipping district
on N. Y., N. H. & H. R. R.

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When shipping goods by rail, consign to our care via Boston and Albany R. R., East
Cambridge Station. Car lots will be placed at our door on our private siding.
METROPOLITAN STORAGE WAREHOUSE CO.
134 Massachusetts Avenue, Cambridge, Mass.
WARREN B. HIBBERT, Manager

HOLYOKE, MASS.

Sheldon Transfer & Storage Co., Inc.
ESTABLISHED 1870
Main Office 647 Main St. Branch Office 47 Main St.
SPECIALISTS IN POOL CARS
Storage Space, 50,000 sq. ft. N. Y. N. H. & H. and B. & M. Sidings

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H. H. WIGGIN, PRESIDENT

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TERMINAL WHARF AND RAILROAD WAREHOUSE COMPANY

50 Terminal Street Charlestown District, Boston



Storage of Wool, Cotton and
General Merchandise
LOWEST INSURANCE RATES
DIRECT TRACK CONNECTIONS
BOSTON & MAINE R. R.

SHIPPING DIRECTIONS
MYSTIC WHARF
BOSTON, MASS.

Fumigation of Foreign Cotton
and Cotton Waste
AND OTHER MATERIALS AS REQUIRED
BY U. S. GOVERNMENT

CARTAGE TO AND
FROM FREIGHT STATIONS
AND BOAT LINES

WEIGHING, SAMPLING, AND ALL
SERVICES USUALLY PERFORMED
BY AN UP-TO-DATE WAREHOUSE

We will Lease or Build to Suit Tenants

LOWELL, MASS.

A REAL ALL-ROUND
SERVICE INSTITUTION

**HARVARD STORAGE AND WARE-
HOUSE COMPANY OF LOWELL**

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William H. Parks, Pres. James A. Mahoney, Treas.

Storage, Forwarding, Distribution
of Merchandise of All Kinds

EASTERN STATES REFRIGERATING CO.

Six Million Cubic Feet Capacity

Cold Storage of Food Products

Household Effects Packed for Shipment

General Trucking. Furniture and
Piano Moving

Executive Office

343 Bridge Street, Springfield, Mass.

NEW YORK OFFICE, 6 Harrison St.

**JERSEY CITY, N. J.
WAREHOUSE**
Consign via
D. L. & W. R. R.
Cold Storage Only

LIBERTY DIVISION
385 Liberty St.
Springfield, Mass.
Cold Storage, Merchandise,
Household Goods

**SPRINGFIELD
WAREHOUSE**
Consign via
B. & A. R. R.
Cold Storage Only

**LOWELL, MASS.
WAREHOUSE**
Consign via
B. & M. R. R.
General Merchandise and
Household Goods

WORCESTER, MASS.

IN THE HEART OF NEW ENGLAND

Bowler Storage and Sales Company

General Merchandise Warehousemen

Specializing in the Storage of Automobiles, Wool, Lubricating Oils,
Heavy Machinery and General Merchandise Distribution.

By an Organization Whose Policy Is
SECURITY, SYSTEM and SERVICE

WORCESTER, MASS.

NORTHEASTERN STORAGE & DISTRIBUTING CO.

Storage and Distribution
of General Merchandise

Pool Car Distribution

Railroad Facilities

WORCESTER, MASS.

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GEO. T. DEWEY, Treasurer

Worcester Cold Storage and Warehouse Company

Members A. W. A.

Pool Car Shipments General Merchandise Storage
Local Distribution
Cold Storage of Food Products
Direct Boston & Albany Railroad Siding

BAY CITY, MICH.

The Riverside Truck & Storage Co.

GENERAL MERCHANDISE DISTRIBUTION

Storage of Household Goods and Merchandise.
Car Load Lots and less than Car Load Lots.

Private Railroad Track—Sidings on all railroads entering Bay City.
Office & Warehouses:
Cor. 2nd & Adams St., Bay City, Mich.

DETROIT, MICH.

Detroit Storage Co.

A. A. LEONARD, Pres.



MOVING, PACKING, SHIPPING

Corner East Grand Boulevard and Beaubien St.,
DETROIT, MICH.

Member National Warehousemen's Ass'n.

DETROIT, MICH.

Great Central Warehouse Company

1321—12th Street, Detroit, Michigan

Merchandise Warehouse Exclusively

Private R. R. Siding on Michigan Central R. R.

Can Handle 40 Cars Daily

Prompt and Efficient Service Guaranteed

POOL CARS AND L.C.L. SHIPMENTS

**MOTOR TRUCK DISTRIBUTION IN
DETROIT AND VICINITY**

Our warehouse is located on the west side of Detroit, easily
accessible to all manufacturing plants and railroad freight
depots.

DETROIT, MICH.

MERCHANTS WAREHOUSE CO.

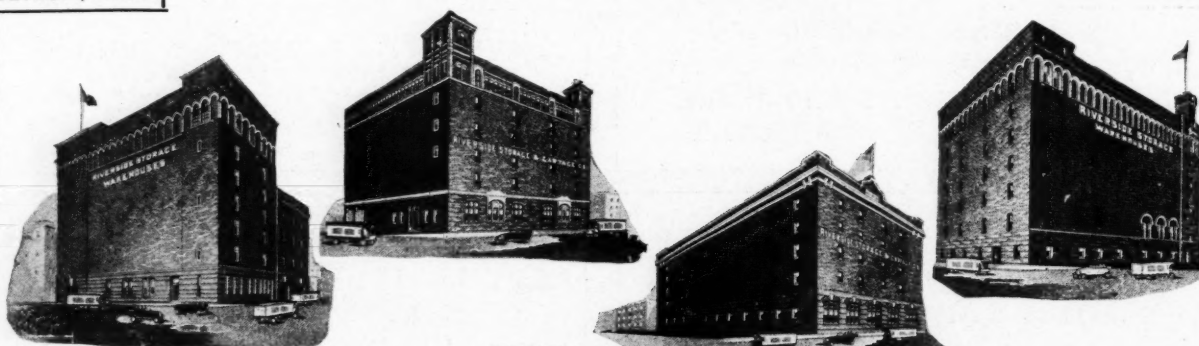
Storing, Distributing, Forwarding

5620 FEDERAL

E. B. Dixn, Manager

Detroit, Mich.

DETROIT, MICH.



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STORAGE—REMOVALS—PACKING—SHIPPING

"SERVICE WITH SECURITY"

Let us represent your interests in Detroit. Every facility is provided for the most efficient handling of your shipments of household effects.

Service personally directed, coupled with efficiency and responsibility, will result in a satisfied customer for you at destination.

RIVERSIDE STORAGE and CARTAGE CO.

CASS and CONGRESS STS.
DETROIT, MICHIGAN

DETROIT, MICH.

Nelson Transportation Co.

80 Calvert Ave., DETROIT, MICH.

150,000 square feet of storage on Detroit river front with boat loading facilities. Located on Grand Trunk, Toledo & Shore Line and D, T & I sidings. Capacity 200 cars.

FREIGHT FORWARDING
STORAGE
BOAT AND RAIL SHIPPING
CAR LOADING
DISTRIBUTING
EXPORT BOXING AND SHIPPING
WAREHOUSING

DETROIT, MICH.

WOLVERINE STORAGE CO.'S FIREPROOF BUILDING

Terminal Railroad and East Jefferson Avenue
DETROIT

THE largest fireproof warehouse in Michigan. Open for business after November 1st. 1,250,000 cubic feet in building. 100,000 square feet of floor space. Will handle merchandise and household goods storage.

MEMBERS OF NATIONAL FURNITURE WAREHOUSEMEN'S ASSOCIATION

DETROIT, MICH.

THE ORIGINAL Turner Cartage & Storage Co. General Warehousemen

MOTOR TRUCKING
TEAMING, STORAGE



MACHINERY MOVING &
ERECTING, MOVING

Est. 1880

Official Cartage Agents

WABASH & CANADIAN PACIFIC RYS.

Main Office, 1675 Howard St.

WAREHOUSES: Howard St., M. C. R. R. and Beaubien St.

FLINT, MICH.

THE ONLY FIREPROOF WAREHOUSE IN FLINT, MICHIGAN

Moving Packing Shipping Storage
FLINT FIREPROOF STORAGE CO.
615 East 6th Avenue

The Men Who Distribute

Cudahy Products

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

GRAND RAPIDS, MICH.

LARGEST COMMERCIAL WAREHOUSE IN WESTERN MICHIGAN



COLUMBIAN STORAGE & TRANSFER CO.

Located within four blocks of all principal freight depots.
GRAND RAPIDS, MICH.

"INSTANT SERVICE"

MERCHANDISE WAREHOUSE ONLY

We operate 36 horse-drawn vehicles and 12 motor trucks.
Orders received before noon shipped same day.

Pool Car Distribution

Private R. R. Siding Michigan Central R. R.
Free Switching

GRAND RAPIDS, MICH.

Kent Storage Company

Main Office and Warehouses
Front Avenue and Pennsylvania Tracks
Grand Rapids, Mich.

General Merchandise

Storage and Reformatting
Six Warehouses Floor Space 200,000 sq. ft.
Pool Car Distributing
Light and Heavy Hauling (Power Trucks)
Trackage Capacity 30 Cars

Connections with All Lines—Private Sidings on
Penna. and Pere Marquette R.Rs.

Located in Center of Wholesale District Within
Three Blocks of All Freight Houses.

When You Need Better Service in Grand Rapids
Get in Touch with Us!

Insurance Rate 55c. per \$100.00 Annum.

Brick Construction — Automatic Sprinkler
System.

COLD STORAGE

500,000 Cubic Feet
Temperatures
Zero to 40 Above

Members of { American Chain of Warehouses
American Warehousemen's
Association



E. R. McCOY,
General Manager

GRAND RAPIDS, MICH.

Elston Packing & Storage Company

Storage—Moving—Packing—Shipping

Office: Wealthy St. and Charles Ave., Grand Rapids, Michigan

GRAND RAPIDS, MICH.

Most Up-to-Date Warehouse in Michigan

Concrete Construction.
Absolutely Fireproof. Sprinkler Risk.
Lowest Warehouse Insurance Rate in State.
Track Capacity, 25 Cars.
Latest and Best Equipment for Handling.

General Merchandise Storage

Cartage Facilities.
High Grade Service Guaranteed.
Negotiable Warehouse Receipts Issued.
Pool Car Distribution.

Furniture Manufacturers Warehouse Co.
505-511 Fulton Street, West Grand Rapids, Mich.

The Men Who Distribute

"Necco Sweets"

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

GRAND RAPIDS, MICH.



OUT IN THE COLD?

Can you foretell this winter's snows? Then
how do you know some valuable customers
hereabouts are not going to cuss at snowbound
trains loaded with your goods?

See to it that your goods and customers are
not left out in the cold this winter. Put a
carload or two on our floors before the drifts
pile high. Then winter deliveries will be
faster than summer's, and winter sales will
show a corresponding increase.

Besides, you'll save money. Our charges are
usually less than the spread between C/L and
L/C/L. Load a car now, and mark the B/L

Richards Warehouse Co.

Grand Rapids, Michigan

GRAND RAPIDS, MICH.**Shank Fireproof Storage Company**

Largest Fireproof Storage Warehouse in Western Michigan.
Merchandise and Household Goods.

Members I. F. W. A.

DULUTH, MINN.**SECURITY STORAGE & VAN CO.,**
14 EAST MICHIGAN ST.

STORAGE AND TRANSFER
OF HOUSEHOLD GOODS
AND MERCHANDISE

POOL CAR DISTRIBUTORS

Located on Terminal Tracks

No Switching Charge

GRAND RAPIDS, MICH.

Most Complete Facilities
FOR
Storing, Moving, Distributing

Warehouse 128-138 Coldbrook St., 30,000 sq. feet Warehouse 1156 Plainfield Ave., 35,000 sq. feet.

**WESTERN MICHIGAN
TRANSFER & STORAGE CO.**

Grand Rapids, Michigan

ESTABLISHED 1909

EDWARD H. SCHANTZ, Secretary and Manager

MINNEAPOLIS, MINN.**THE BOYD TRANSFER & STORAGE CO.**

Minneapolis, Minnesota

NET RESOURCES \$450,000.00

Outstanding Facts About BOYD

Storage Plant Covering an entire City block.

Fireproof Warehouse for Household Goods with 1800 Rooms and Compartments.

Freight Depot on C. G. W. R. R. for Merchandise Storage and Distribution. Trackage for Twenty Cars

Largest Pool Car Forwarders in the Northwest.

Forty Motor and Horse-drawn Vans covering every part of Minneapolis and St. Paul.

THIRTY YEARS EXPERIENCE

KALAMAZOO, MICH.**HASTINGS TRUCK CO.**

Est. 1873

Merchandise Storage and Distribution

Motor Trucks and Team Equipment for all kinds of hauling. Machinery Riggers.

Office in M. C. R. R. Freight House.

MINNEAPOLIS, MINN.

Both our fireproof and non-fireproof warehouses are located in the downtown business district on direct railroad trackage.

**DISTRIBUTING AND WAREHOUSING
MERCHANDISE AND HOUSEHOLD GOODS
TRUCK SERVICE**

Regular Trips Between Twin Cities

Cameron Transfer and Storage Co.

Main Office, 420 Second Avenue South

Warehouses: 734 to 758 North Fourth Street

MINNEAPOLIS, MINN.**Merchandise Houses**

Realizing fully that you will be judged by the service we render your customer, it is the thoughtful study and persistent policy of this company to see that every point of contact which you establish is maintained with the utmost care.

KEDNEY WAREHOUSE CO.

10 HENNEPIN AVENUE

Members A. W. A., C. W. C., Minn. W. A.

LANSING, MICH.**Fireproof Storage and Transfer Co.**

The Only Fireproof Warehouse in City
for Furniture and Commercial Storage

POOL CAR DISTRIBUTION

Move — Pack — Crate — Transfer

LANSING, MICH.**Lansing Storage Company**

Exclusive Household Goods Storage

Moving, Packing, Shipping

Motor Van Service for Inter-city Work

"We know how"

412 No. Washington Ave., Lansing, Mich.

SAGINAW, MICH.**CENTRAL WAREHOUSE CO.**

GENERAL WAREHOUSEMEN AND FORWARDERS

MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM

Private Sidings M. C. R. R.

SAGINAW, MICH.

Office
N. Michigan Ave.

MINNEAPOLIS, MINN.

Household Goods Department
C. W. Little, Mgr.

OUR BUSINESS**Packing, Storing and Shipping
Household Goods**

Consignments from other cities given personal attention and expert service. Both Fireproof and Sprinklered houses with as low insurance as any obtainable.

Licensed and Bonded by
STATE OF MINNESOTA

KEDNEY WAREHOUSE CO.

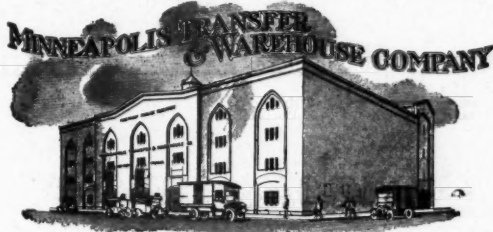
101—3rd Ave. So. & 10 Hennepin Ave.
Minneapolis, Minn.

MINNEAPOLIS, MINN.

1,500,000 CUBIC FEET
FIREPROOF

Lowest Insurance Rate in Minneapolis

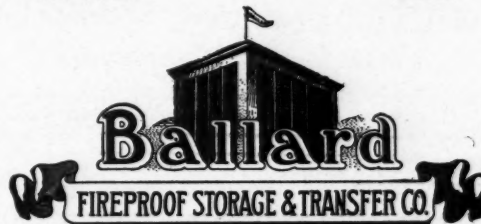
Locked private fireproof rooms for storage of household goods. Pool car distributors. Complete fleet of vans and motor trucks.



ST. PAUL, MINN.

St. Paul

Minn.



Distributors and Handlers of
HOUSEHOLD GOODS

MINNEAPOLIS, MINN.

SECURITY WAREHOUSE COMPANY

Established 1883

MERCHANDISE STORAGE And DISTRIBUTION

For Minnesota and Northwestern States

**L. C. L. Shipments without
Cartage**

**Motor Truck Deliveries
Located in heart of whole-
sale district**

Minneapolis

ST. PAUL, MINN.

Your Patrons in the Northwest Demand Quick Service

Let us help you give it to them

We are at the natural gateway, at the junction of nine railroads, Minnesota Transfer, in Midway, a short distance from the jobbing and retail districts of both St. Paul and Minneapolis—giving complete accessibility from one stock to every point.

L. C. L. shipping without carting. Motor Trucks for local deliveries. Forty acres of ground. Six miles of trackage, operated by our electric locomotives.

**Merchandise Bonded and Cold Storage
Industrial Sites**

*Let us help you solve your distribution problem
in this territory.*

CENTRAL WAREHOUSE COMPANY

**Office: 739 Pillsbury Avenue
St. Paul, Minn.**

Members A. W. A., Central Warehousemen's Club and
Minnesota Warehousemen's Association

MINNEAPOLIS, MINN.

Skellet of Minneapolis

deserves a place at the head of your Minneapolis list. A new warehouse, modern in every detail, and operated by experienced men along most efficient lines. Open storage and private rooms; centrally located on private side track; 21 vans and trucks. Our facilities and service warrant your investigation. We have the knack of making newcomers welcome.

Members: N. F. W. A. A. W. A. Central Club

SKELLET COMPANY

201 South Fifth Street Minneapolis, Minn.

We operate Ballard Company in St. Paul

The Men Who Distribute

H. O. Cereal

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

The Men Who Distribute

Bon Ami

Read **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

ST. PAUL, MINN.

FIDELITY STORAGE & TRANSFER CO.

HIGH GRADE STORAGE ACCOMMODATIONS
Office, 310-312 Cedar St.
Pooled Cars Distributed, Three Track Warehouses,
Merchandise and Household Goods

ST. PAUL, MINN.

MERCHANDISE HOUSES

This city is the very heart of one of the most prosperous dairy regions of this country and we are on the eve of a great wave of prosperity both industrially and agriculturally.

Use our warehouse for your distributing base and get your share of this inevitable prosperity.

KEDNEY WAREHOUSE CO.

Ninth & Pine Streets
Members A.W.A., C.W.C., Minn. W.A.

ST. PAUL, MINN.

ST. PAUL TERMINAL WAREHOUSE COMPANY

New, clean, fireproof warehouses.
Located centrally in jobbing district.
LCL shipping without cartage.
Motor Trucks for store door delivery.
Bonded to the State.

Merchandise Storage and Distribution

ST. PAUL

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;
One word won't tell them what you are, you've got to keep on talking;
One inch won't make you tall, you've got to keep on growing;
One little "ad" won't do it all, you've got to keep 'em going.

Sent to DISTRIBUTION & WAREHOUSING
by George S. Lovejoy, Vice-President of the
American Warehousemen's Association.

If Your City Isn't Represented Here

Put it on the shippers' map by
inserting your card in this space.

JACKSON, MISS.

RICKS STORAGE & DISTRIBUTING COMPANY

Located at the logical distributing point for Mississippi. Merchandise storage and prompt distribution of pool cars. Modern brick building on Illinois Central Railroad siding. Motor Truck Service.

JACKSON, MISS.

Wright Transfer Company

Office, 261 Pearl Street
Jackson, Mississippi

**Storage and Distribution
Merchandise and Household
Goods**

Special Attention to Pool Shipments

13 Years Experience

"FOR RIGHT SERVICE SHIP TO WRIGHT"

JOPLIN, MO.

Tonnies Transfer & Storage Co.

1027-43 Virginia Ave.

Joplin, Mo.

Distribution and storage of merchandise
Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates

PACKING—STORAGE—SHIPPING

KANSAS CITY, MO.

FOR GENUINE PERSONAL SERVICE

Ship to

Baltimore Transfer & Storage Co.
2030 Baltimore Ave., Kansas City, Mo.

Factory and Carload Distributors All Classes Merchandise

KANSAS CITY, MO.

WHO'S HILL?

He's a furniture warehouseman who knows his business, and turns that knowledge to profit for his correspondents.

J. G. HILL

9th and Woodland Ave., Kansas City, Mo.

Kansas City, Mo.



HOUSEHOLD GOODS COMPANIES

Lincoln Fireproof Storage Co.,
Kansas City, Mo.

D. A. Morr Transfer & Storage Co.,
Kansas City, Mo.

Beebe Storage & Moving Co.,
Kansas City, Mo.

L. Leritz & Son Storage & Moving Co.,
Kansas City, Mo.

Monarch Transfer & Storage Co.,
Kansas City, Mo.

Perky Bros. Transfer & Storage Co.,
Kansas City, Mo.

A. B. C. Fireproof Warehouse Co.,
Kansas City, Mo.

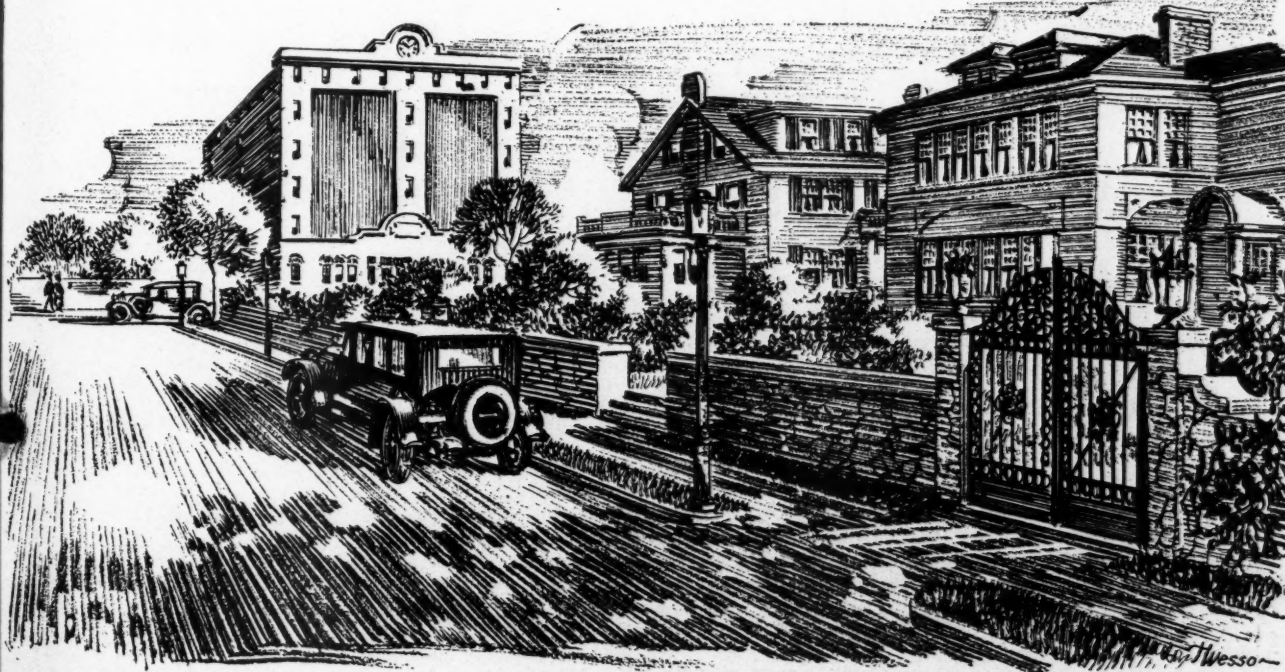
Groves Fireproof Warehouse Co.,
Kansas City, Mo.

MERCHANDISE WAREHOUSE COMPANIES

Central Storage Company,
Kansas City, Mo.

Adams Transfer & Storage Co.,
Kansas City, Mo.

Crooks Terminal Warehouses,
Kansas City, Mo.



ST. LOUIS, MO.

Four of St. Louis' oldest and largest household goods warehouses under "GENERAL" management.

Langan & Taylor Storage & Moving Co.

R. U. Leonori Auction & Storage Co.

American Storage & Moving Co.

J. Brown Storage Co.

In the world of household goods warehousing, these words are synonyms —

SAINT
LOUIS
MISSOURI

&

GENERAL
WAREHOUSING
COMPANY

ST. LOUIS, MO.

BEN A. LANGAN

FIREPROOF STORAGE CO.

5201 to 5209 Delmar Ave.

ST. LOUIS

Expert Movers and Forwarders of
HOUSEHOLD GOODS

Our Auto Van Service is Unexcelled
Your Interests Will Be Safely Guarded

ST. LOUIS, MO.

THE

McPHEETERS WAREHOUSE COMPANY

MERCHANDISE STORAGE AND DISTRIBUTORS

Trackage Capacity—Eleven Cars

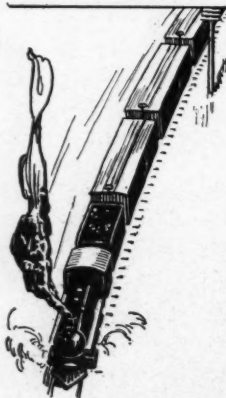
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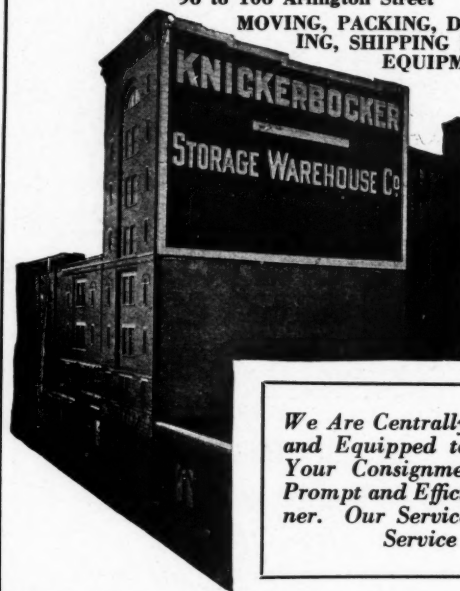
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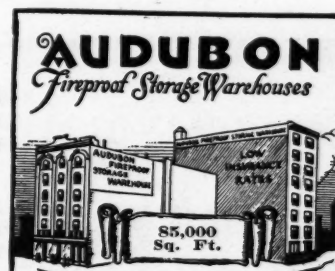
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Your Shipping and Storage Distri-
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FOREIGN FORWARDING AGENTS AND ADVISORS ON
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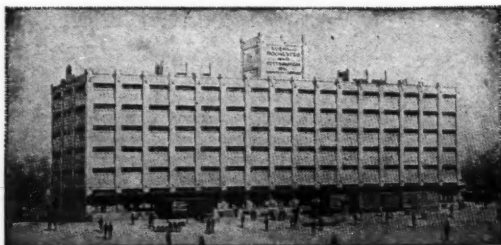
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We solicit your Syracuse business. Motor delivery service. Careful attention to collections. Satisfaction to yourself and customer guaranteed.

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Established 1908**

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Largest population in 50-mile radius of any city south of Washington and east of Mississippi River

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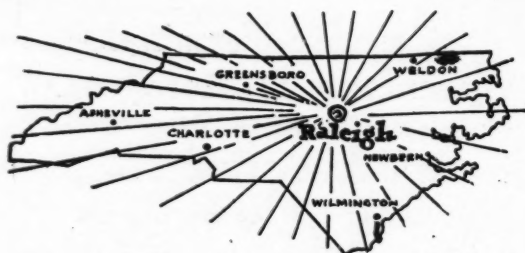
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Complete services, merchandise, agricultural implements, and household goods. Also pool-cars. Three warehouses. No car switching charges.

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Commercial & Household Goods
LOCATED IN THE HEART OF AKRON
on B & O RAILWAY—FREE SWITCHING

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HOUSEHOLD GOODS AND MERCHANDISE
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"One of the Cotter Warehouses"

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POOL CAR SHIPMENTS



Private Siding, Pennsylvania
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B. & O. R. R., Erie R. R. and
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The Cummins Storage Co.

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Fireproof and Non-Fireproof Build-
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Unsurpassed facilities for handling pool car and
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Three Large Warehouses

RAILWAY SIDE TRACK ALONG ENTIRE FRONT

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Business Established in 1867 and built up by

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Prompt Deliveries by Motor
Complete Transfer Facilities

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CINCINNATI, OHIO

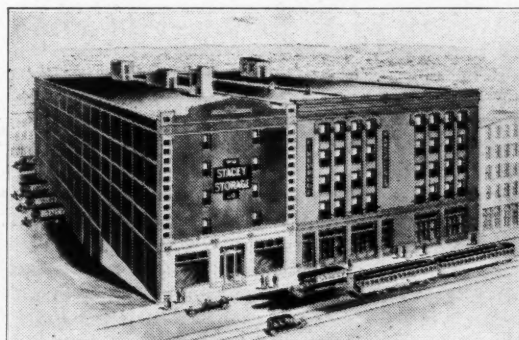
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Stacey Service
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**Storage
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**Hauling
Shipping**

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Over 100,000 square feet in the heart of Cincinnati

Let Us Store, Move, Pack, Ship or Distribute Your
Automobiles, Furniture and Merchandise

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California Walnuts

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and consult the Shippers' Index

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Low Insurance

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Offices: Guardian Building

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Pool Cars for Distribution
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Convenient to Business and Shipping District

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3 Warehouses, Private Siding,
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Direct care Gregg Cartage Co. Freight to and from Depots.
Storage and delivery on request.

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*Lederer Has Something in
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MERCANTILE STORAGE AND DISTRIBUTION

**LEDERER TERMINAL
WAREHOUSE COMPANY**



**If Your City Isn't
Represented Here**

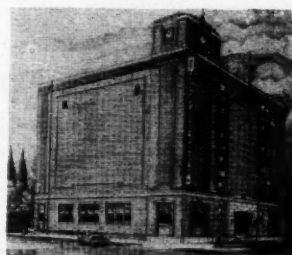
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Lakewood and West Side of
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CONSOLIDATING

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FORWARDING

FREIGHT HANDLERS

CITY DELIVERIES

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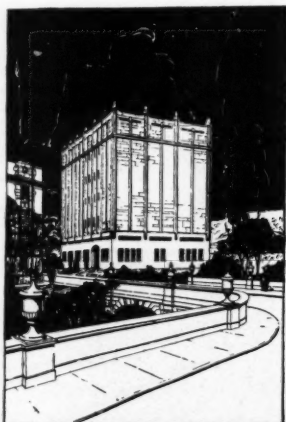
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CLEVELAND, OHIO



"It is certainly a monument to the modern conception of furniture warehousing," is the way one expert expressed it after going over the details of The Lincoln Storage Co.'s new unit.



Our aim has always been to serve the most discriminating families of Cleveland in a manner highly satisfactory to them.

At the same time, our service to the masses, while losing none of its excellence, is as efficient and as economical as a high grade service can be made.

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5700 Euclid Ave., Cleveland. Established 1905

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W. R. Thomas, Vice-Pres. W. H. Turner, Sec. & Treas.
Member N. F. W. A., A. W. A., and C. F. W. A.

CLEVELAND, OHIO

ANNOUNCEMENT

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THE MEAD REDHEAD COMPANY
Storing, Moving, Packing, Shipping
1108 East 123rd Street

Every service in Storing, Moving, Packing and Shipping will be available and the same supervision and courteous attention given at the new location.

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Doesn't Jerk — it
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Every ad Goes to Confirm
the one Before it—to
Strengthen the One That
is to Follow and There's
No Waste of Effort or
Money. The Stayer Wins
Every time.

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Consign Your
Cleveland Shipments
to

NEAL

An organization thoroughly equipped to handle any shipment, large or small.

Special vans for small, medium or large loads that ensure careful and economical handling of household goods.

Six great modern fireproof warehouses, located convenient to Cleveland's freight depots.

Your inquiries will be handled promptly and with a real spirit of co-operation.

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The Neal Fireproof Storage Company

Redhead Division Main Offices:
11607 Euclid Ave. 7208-7216 Euclid Ave.
CLEVELAND

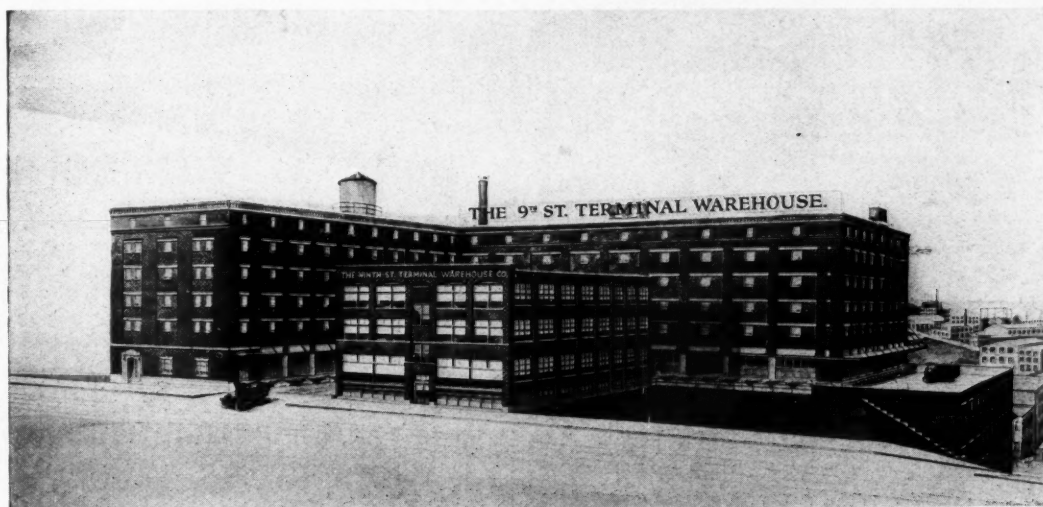
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CLEVELAND, OHIO

The Ninth Street Terminal Warehouse Company

1200 West 9th St., Cleveland, Ohio



OHIO'S LARGEST WAREHOUSE

3,500,000 Cubic Feet GENERAL STORAGE

1,500,000 Cubic Feet COLD STORAGE

We have a 63-car railroad track capacity.

We have a new fireproof, sprinklered building.

We are centrally located in the down-town district.

We have storage-in-transit privileges.

The Big Four Railroad has its office and freight house with us.

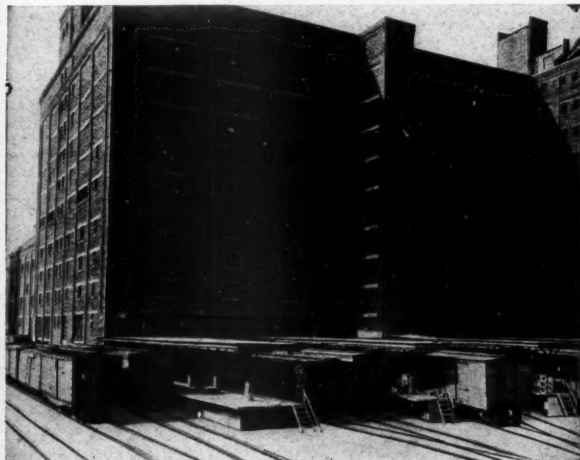
We have free switching from all other railroads.

We do a merchandising, distributing and pool car business.

We have offices available for brokers, manufacturers' agents or branch managers.

Wholesalers and manufacturers store with us.

We have low insurance rates.



WM. J. HOGAN
President and Gen'l Manager



A. B. EFROYMSON
General Superintendent

CLEVELAND, OHIO

THE SCOTT BROS. Fireproof Storage Co.

1838-40 East 55th Street



MEMBERS

[Cleveland Furniture Warehousemen's Association.
National Furniture Warehousemen's Association.]

COLUMBUS, OHIO

The W. Lee Cotter Warehouse Co.

Operating the
**COLUMBUS
TERMINAL WAREHOUSES**
(seven of them)

**FIREPROOF AND
NON-FIREPROOF**

**MERCHANDISE STORAGE
AND DISTRIBUTION**



*Save 35% to 50% by
shipping in car lots*

CLEVELAND, OHIO

New Fireproof
Warehouse
14441
Euclid Ave.



THE WINDERMERE Transfer & Moving Co.

CONVENIENTLY LOCATED FOR
EAST CLEVELAND AND
CLEVELAND HEIGHTS SHIPMENTS

MEMBERS

[Cleveland Furniture Warehousemen's Association.
National Furniture Warehousemen's Association.]

COLUMBUS, OHIO

Safety First

The Fireproof Warehouse & Storage Company

1018-30 North High Street
Columbus, Ohio

TRANSFERRING — STORING — PACKING

We have one of the finest warehouse plants in the state; being steam heated throughout, equipped with a sprinkler system, absolutely fireproof. The cheapest rate of insurance. Located handy to all railroads, we are able to deliver the best service obtainable anywhere. We solicit your shipments to our city and assure you we will reciprocate. P. A. DOLLE, General Manager.

Motor Truck Service

Vaults for Valuables

Private Rooms

COLUMBUS, OHIO

The Merchandise Storage Company

Columbus, Ohio

General Storage & Distribution

SERVICE THAT WILL SATISFY

DAYTON, OHIO

THE LINCOLN STORAGE CO.

"Fireproof"

Big 4 Private Siding

Member N. F. W. A.

313-315 EAST FIRST STREET

A. B. Compton, Vice-President and General Manager

DAYTON, OHIO

THE UNION STORAGE CO.

U. S. BONDED

BAINBRIDGE, BACON & STATE STREETS

MERCHANDISE STORAGE TRANSFER DISTRIBUTION

LAKEWOOD, OHIO

**THE
Lakewood Fireproof Storage Co.**

14401 Detroit Ave.

LAKEWOOD OHIO CLEVELAND

We solicit your shipments to
Lakewood and west side of Cleveland.

LIMA, OHIO

**POOL CAR DISTRIBUTORS
EAGY TRUCK AND STORAGE**

320-322 NORTH CENTRAL AVENUE

General Trucking, Rigging, Long Distance Moving,
Storage and Vans

PHONE MAIN 2548

LIMA, OHIO

MARION, OHIO

**MERCHANTS
Transfer Company**

160 McWILLIAMS COURT, MARION, OHIO

Heavy Haulage Our Specialty. General Distribu-
tion and Storage of Merchandise. Motor Vans for
Local and Long Distance Moving. Storage for
Household Goods, Automobiles and Machinery.
Packing and Shipping. Private Siding New York
Central Lines.

MEMBER N. F. W. A.

SPRINGFIELD, OHIO

The Citizens Transfer and Storage Co.

LOWRY AVE. AND BIG FOUR R. R.

Storage of Merchandise and Household Goods
Forwarders and Distributors
Motor Truck Service

W. A. HANCE

Private siding on C. C. C. St. L. R. R.

W. P. BYERMAN

MANSFIELD, OHIO

**The Cotter Transfer
& Storage Co.**Operating Five Fireproof
and Non-Fireproof Warehouses

in

MANSFIELD, OHIO

THE TRUNK-LINE CITY

*Furniture and Merchandise Storage
and Distribution***Motor Trucks
Heavy Hauling**

SPRINGFIELD, OHIO

**Bill All Shipments
for Springfield, O.**

to

WAGNER**FIREPROOF STORAGE & TRUCK CO.****We Give You SERVICE**Siding on Pennsylvania
Lines. Complete facilities
for distribution of Pool
Car Shipments.**Moving—Packing—Shipping.
Storing of Household Goods and
Merchandise.**

TOLEDO, OHIO

*DREW DOES IT***H. L. Drew Cartage and Storage Co.**Merchandise and household goods storage.
Moving, Packing, Crating and Shipping

439 Huron St., Toledo, Ohio

The Men Who Distribute

Seaman Paper ProductsRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

TOLEDO, OHIO

**"Ship to Toledo and
Consign to Depenthal"**

We are specialists in furniture packing, local and long distance furniture hauling.

Storage for general merchandise and household goods.

Connections with all railroads entering the city.

Private siding on the B. & O.

Member of National Furniture Warehousemen's Association.

**Depenthal Truck & Storage Co.**

Main Office

108 Summit Street, Toledo, Ohio

TOLEDO, OHIO

**THE GENERAL
FIREPROOF STORAGE CO.**

651-655 STATE STREET

Household Goods Exclusively

Members: The National Furniture Warehousemen's Ass'n
American Warehouse Association

TOLEDO, OHIO

HOUSEHOLD GOODS EXCLUSIVELY
Established 1894**The H. C. Lee & Sons Co.**

TOLEDO'S LEADING MOVERS

STORAGE

MEMBER N. F. W. A. Toledo, Ohio

TOLEDO, OHIO

**Let "RATHBUN" Do It
THE RATHBUN CARTAGE CO.**

195 and 197 So. St. Clair St.

Equipment Up to 20 Tons Capacity

Storage of Household Goods, Pianos and Merchandise

Members Nat'l F. W. Asso.

TOLEDO, OHIO

**THE TOLEDO
MERCHANTS' DELIVERY COMPANY**

215 SO. ST. CLAIR ST.
AUTO SERVICE—FIREPROOF STORAGE

Local and long distance hauling

Household Goods and Automobiles Moved, Packed, Shipped and Stored. Safes, Boilers, Machinery and Smokestacks Moved.

100% SERVICE

Reference: Second National Bank, or any bank in Toledo

TOLEDO, OHIO

The Toledo Terminal Warehouse Co.

928-930 GEORGE STREET

TOLEDO, OHIO

STORAGE OF MERCHANDISE

Special Attention to Pool Car Distribution

ZANESVILLE, OHIO

**ALBERT ADAMS
STORAGE AND TRANSFER CO.**

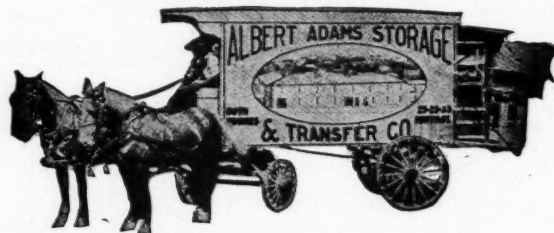
25-29-33 Ninth St.

Merchandise and Household Goods

Manufacturers' Distributors

Carload Distribution

50,000 Square Feet of Floor Space



CLINTON, OKLA.

CHURCH WAREHOUSE & TRANSFER CO., Clinton, Okla.

DISTRIBUTORS FOR WESTERN OKLAHOMA

Junction point St. L. & S. F., C. R. I. & P., K. C. M. & O., C. & O. W. Railroads.

Only Brick Warehouse in Western Oklahoma

Storage and distribution of Merchandise and Pool Cars given special attention.

Member American Warehousemen's Association

MUSKOGEE, OKLA.

Muskogee Transfer & Storage Co.

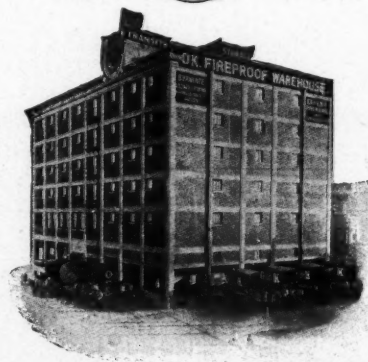
2—Fireproof Warehouses

Merchandise and Household Goods

Stored—Pool Cars Distributed

Railroad Siding.

OKLAHOMA CITY, OKLA.

WEICKER**O.K. TRANSFER & STORAGE CO.**
A. C. WEICKER, President**General Warehousing and Distribution**

Members—Central Warehousemen's Club, American Chain Warehouses, American Warehousemen's Ass'n, National Furniture Warehousemen's Ass'n.
Write for freight tariff to all points in Oklahoma City territory.

OKMULGEE, OKLA.

HAL GRIFFIN, THE TRANSFER MAN

Hauling, Storing and Shipping
Distribution Service

West Third between Frisco and Okmulgee Northern R. R.

TULSA, OKLA.

Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad. Best Service Obtainable.

TULSA, OKLA.

Tulsa Storage & Transfer Co.

Fireproof Warehouse

Pooled car distributors—private siding "Frisco" merchandise and H. H. Goods—6 railroads into Tulsa—A. T. & S. F., Frisco, M. V., M. K. & T., O. U. R. & S. S.

PORTLAND, ORE.

**General Warehousing
Storage - Distribution**

**Portland
Oregon**

*Logical distributing point
of the
Pacific Northwest Territory*

PORTLAND, ORE.

B E K I N S
FIREPROOF STORAGE

Distributors

Northwest Shipments Promptly Handled

PORTLAND, ORE.
Sixteenth and Sandy Blvd.

SEATTLE, WASH.
Madison at Twelfth

PORTLAND, ORE.

Northwestern Transfer Co.

Incorporated 1888
STORAGE - DISTRIBUTION - HAULING
Free Trackage All Railroads
We Make a Specialty of Distributing Pool Cars
Office, 64 Front Street

G. W. CUMMINGS
President

J. H. CUMMINGS
Secretary

PORTLAND, ORE.

Oregon Auto Despatch

Established 1904

DRAYAGE AND STORAGE

Distribution Cars a Specialty

30,000 Feet Warehouse Space

Financial Responsibility

Complete Equipment

Office and Warehouse:
200 NORTH 13th STREET

PORTLAND, ORE.

Mr. Traffic Manager:

There is a pivotal point below which it is more economical to use a Public Warehouse than to have your own warehouse; to have two or more distributing centers for a certain territory than to depend upon one only.

Generally speaking, the Pacific Coast has at least two distributing centers. PORTLAND is the economical one for the Pacific Northwest. We have 255,000 square feet of warehouse space in four (4) warehouses on terminal tracks and up-to-date distributing equipment; or we make distribution direct from cars.

OREGON TRANSFER COMPANY

474 GLISAN ST.
PORTLAND OREGON

ALLENTOWN, PA.

Hummel Warehouse Company

728-40 N. 15th Street

Pool Car Distribution and Forwarding.
Transfer. Storage. Railroad Siding.

Mark all shipments Lehigh Valley R. R. Delivery.

BETHLEHEM, PA.

ALLENTOWN, PA.

F. G. LAZARUS
20th Century Storage

Moving, Storing, Packing, Crating, Shipping
of Household Goods Only

Direct R. R. Siding Lehigh Valley, C. R. R. of N. J.

CHESTER, PA.

**Headley's
Express & Storage Co., Inc.**
General Storage
Merchandise and Household Goods
Moving, Packing and Shipping

ERIE, PA.

**ERIE
STORAGE & CARTING COMPANY**

1502 Sassafraz Street

Members of A. W. A.,
I. F. W. A., N. Y. F. W. A.,
Am. Chain &
Rotary Club



Warehouse in the center of
the city, with trackage from
N. Y. Central Lines and
switching to all other lines.
Unexcelled facilities for handling
shipments of household
goods and merchandise.
Branch house service for
manufacturers.

ERIE, PA.

ERIE WAREHOUSE COMPANY
A Complete and Efficient Service
Mercantile Storage
Pool Car Distribution

CENTRAL LOCATION
AMPLE WAREHOUSE AND
TEAM TRACKAGE

OUR OWN MOTOR TRUCK FLEET

ERIE, PA.

LAKE AND RAIL

Our downtown warehouse is a modern building, fireproofed, commodious, and located in the heart of Erie's wholesale district, readily accessible to your local trade.

Our docks extend 1000 feet into one of the best harbors on the Great Lakes and have storage facilities for 800 carloads.

These unexcelled facilities make Erie and the Fort Erie Warehouses the logical place and means for rapid, convenient, profitable distribution by discriminating shippers.

Fort Erie Warehouses & Docks
Erie, Pa.

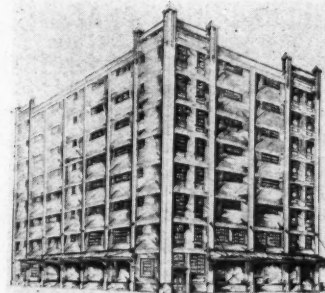
J. M. Dunkle, Resident Manager



The Men Who Distribute
Crystal Domino Sugar
Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ERIE, PA.

Private
Tracks
on
Main
Line
of
New
York
Central



Insurance
Rate
on
Contents
17 cts.
per
\$100.00
per
Year

NOW OPEN

Erie's First, Modern, Fireproof Terminal
Warehouse

General Merchandise Storage
Cold Storage
Private Offices—Distributing

UNION STORAGE CO. of ERIE

W. J. HOGAN
Pres. and Gen. Mgr.

U. A. GAMBLE
Secy. and Gen. Supt.

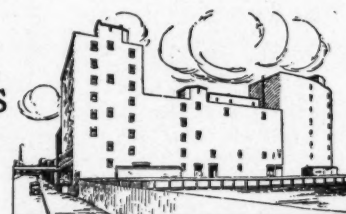
HARRISBURG, PA.

**Central Storage and
Transfer Co.**
New Warehouse

General Merchandise Distribution.
Pool Car Distribution.
Local and Long Distance Trucking.
Railroad Facilities.

HARRISBURG, PA.

POOL CARS
Efficiently Handled



Merchandise and Household Goods Storage
HARRISBURG STORAGE CO.
P. R. R. Sidings. HARRISBURG, PA.

HARRISBURG, PA.

The Heart of Distribution



Carloads spotted at our doors are broken into LCL shipments via any steam line, without carting charges. There is a big saving for distributors in this feature. Trackage for twenty-four cars. Lowest insurance rates.

We are located at the very heart of one of the richest and most populous markets in the country. Get your goods into this market economically through our facilities.

Keystone Warehouse Harrisburg, Pa.

W. C. Wirth, Resident Manager

HARRISBURG, PA.

MONTGOMERY & CO.

STORAGE WAREHOUSES

Merchandise Storage—Transferring—Forwarding

Direct Track Facilities

Pool Car Distribution

Members A. W. A. and American Chain of Warehouses

LANCASTER, PA.

KEYSTONE STORAGE COMPANY

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS

MOTOR SERVICE

Siding on P. R. R. and P. & R.

LANCASTER, PA.

Lancaster Storage Co.

Lancaster, Pa.

Merchandise Storage, Household Goods, Transferring, Forwarding

Manufacturer's Distributors, Carload Distribution
Local and Long Distance Moving
Railroad Sidings

OIL CITY, PA.

CARNAHAN

TRANSFER & STORAGE COMPANY

R. C. LAY, Proprietor

Piano Moving a Specialty

Distributing and Forwarding Agents; Packing
Fireproof Warehouse

PHILADELPHIA, PA.

American Storage & Express Co.

215 South Tenth Street, Philadelphia, Pa.

Storage—Moving—Packing
Shipping
Auto Service

Storage
For General Merchandise
Heavy Machinery

PHILADELPHIA, PA.

HARVEY J. LUTZ

MILTON A. HILDENBRAND

HILDENBRAND BROS.

STORAGE, PACKING, MOVING

Broad and Cumberland Streets, Philadelphia, Pa.

Large fleet of Packard motor vans.

PHILADELPHIA, PA.

WHERE SERVICE SURROUNDS AND
SAFETY ABOUNDS



North Philadelphia Storage Co.

2033 Lehigh Ave.

PHILADELPHIA, PA.

Penn Storage & Van Co.

2136 MARKET STREET

PHILADELPHIA, PA.

Philadelphia LOCAL EXPRESS

1004-1026 Spring Garden Street

Manufacturing Distributors

Philadelphia, Germantown, Chestnut Hill,
Camden, N. J., Frankford

PHILADELPHIA, PA.

Wm. Rommel, Jr., Pres. & Genl. Manager

South Jersey Warehouse Company

1300 Pine St., Camden, N. J.

General Merchandise Only.

Warehouse Receipts Issued.

Direct Penn. R. R. Siding.

Pool Car Distribution

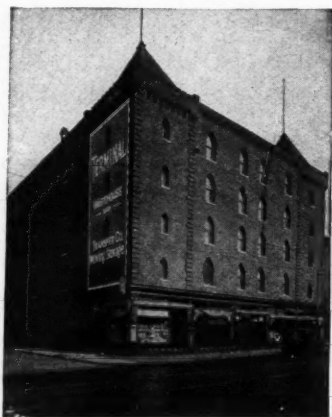
Motor truck service for Philadelphia and South Jersey deliveries

The Men Who Distribute

Frost Insecticide

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

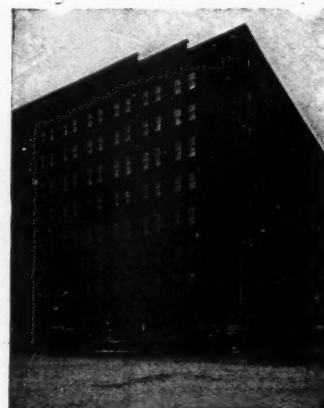
PHILADELPHIA, PA.



Columbia Avenue Warehouse
1511-1519
Household Goods Exclusively
Motor Equipment
Moving—Packing—Shipping

TERMINAL WAREHOUSE AND TRANSFER CO.

Green Street and
Delaware Avenue
PHILADELPHIA



Delaware Ave. and Green St.
Warehouse
Water Front
Pool Car Shipments
Manufacturers' Distributing

9 Warehouses—16 Acres of Floor Space—Trackage Facilities
for 17 Cars

Large Organization.

Competent Office Warehouse Staff

Members American Warehousemen's Association—American Chain of Warehouses

PHILADELPHIA, PA.

Established 1903



MANUFACTURERS'
DISTRIBUTORS

Direct delivery service throughout Philadelphia
and Camden :: :: Correspondence solicited

Address

Office—5th and Byron Streets
CAMDEN, N. J.

PITTSBURGH, PA.

In
PITTSBURGH

It's

BLANK'S
Transfer & Storage Co.

Since 1880

MOVING—PACKING—STORAGE
BAGGAGE AND FREIGHT DELIVERY

FIREPROOF WAREHOUSE

REAL SERVICE

PITTSBURGH, PA.

BELMAR
MOVING & STORAGE CO.

OFFICE AND WAREHOUSE
Homewood Ave. and P. R. R.
Pittsburgh, Pa.

We pay commission on all work secured
through our correspondents and guarantee sat-
isfaction to your customers.

PITTSBURGH, PA.

**Duquesne's Offer:
Certain Satisfaction**

To the firm selling to wholesalers and retailers we offer quick distribution to two million consumers. Large consignments reach us at carload rates and are reshipped L. C. L. without need for or expense of trucking. One hundred cars is our track capacity; eight five-ton elevators and a careful, experienced crew of handlers assure despatch and safety.

**Duquesne Warehouse Co.
Pittsburg, Pa.**

H. A. Bietenduefel, Superintendent.



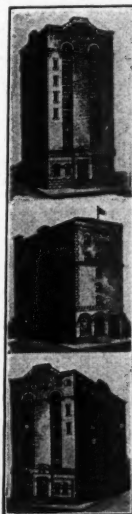
PITTSBURGH, PA.

**HASLEY BROTHERS
TRANSFER AND STORAGE**

939 So. Canal St., N. S.

MOVERS, PACKERS, SHIPPERS OF HOUSEHOLD GOODS
FIRE PROTECTED STORAGE—MEMBERS A. W. A.

PITTSBURGH, PA.

**SERVICE TO THE
CORRESPONDENT**

CONSISTS in giving the correspondence of those we represent prompt acknowledgment, safeguarding their interests, mailing checks in settlement of accounts, and furnishing final reports of transactions.

THIS service also includes an element of importance:—the handling of shipments upon arrival in a manner conducive to joint customer's approval, whose future business we are always eager to secure.

Ship via Pennsylvania to East Liberty Station, (Pittsburgh, Pa.)

Established 1889

**HAUGH & KEENAN -
STORAGE AND TRANSFER CO.**
CENTRE AND EUCLID AVENUES

The Men Who Distribute

Jiffy Desserts

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

PITTSBURGH, PA.

**MURDOCH
STORAGE & TRANSFER COMPANY**

General Office, and Warehouses

546 NEVILLE STREET
PITTSBURGH, PA.

Branch Warehouse, Wilkesburg, Pa.

Murdoch Means Service

PITTSBURGH, PA.

**J. O'NEIL TRANSFER
AND STORAGE**

N. S. PITTSBURGH, PENNA.

Furniture and Piano Moving a Specialty
General Hauling

NEW FIREPROOF STORAGE HOUSE
Separate Rooms

PITTSBURGH, PA.

**SHANAHAN
Transfer & Storage Company**

Established 1865



CONSIGN PITTSBURGH SHIPMENTS
IMMEDIATE RETURNS ON RECEIPT OF BILL OF LADING
FIREPROOF STORAGE FOR HOUSEHOLD GOODS ONLY
ALL SEPARATE APARTMENTS

5th Ave. at McKee Place, PITTSBURGH, PA.
Center of City

PITTSBURGH, PA.

WEBER

EXPRESS & STORAGE COMPANY

GENERAL HAULING

Moving, Packing and Storing of Furniture and Pianos

4 6 2 0 HENRY STREET

SCRANTON, PA.

Established 1894.
"He Profits Most Who Serves Best" (Rotary)
The Quackenbush Warehouse Co.
Incorporated
Storing, Packing, Carting.
Shipping. R.R. Siding. Manufacturers' Distributors.
Correspondence Solicited
Members A. W. A. and A. O. W.
Scranton, Pa.
Storage in transit privilege accorded.

READING, PA.

Columbian Warehouse Company

Storage, New Merchandise Exclusively.
Modern Building, Lowest Insurance Rates.
S. W. Cor. 5th & Laurel Sts.

SCRANTON, PA.



WILKES-BARRE, PA.

"Same Day Service"

MERCHANTS WAREHOUSING COMPANY

OF
Wilkes-Barre, Penna.

Warehousing, Transferring and Forwarding.
Fireproof Warehouses and Competent Staff.
Merchandise Storage and Pool cars checked.
Located in the Hub of the wholesale district.
Trackage facilities for 10 cars on L. V. and C. R. R. of
N. J. sidings.
Directly opposite Pennsylvania, Lehigh Valley, C. R. R. of
N. J., D. & H. freight stations.
Manufacturers' Distributors with facilities to handle large consignments.

Offices: 150-156 E. Northampton Street

WILKES-BARRE, PA.

WILKES-BARRE WAREHOUSING CO.

General Storage and Distribution

Prompt and Efficient Service

Milling-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

PROVIDENCE, R. I.

TERMINAL WAREHOUSE CO. OF RHODE ISLAND, Inc.

Allen Avenue, Foot of Oxford Street on Providence River
PROVIDENCE, RHODE ISLAND, U. S. A.

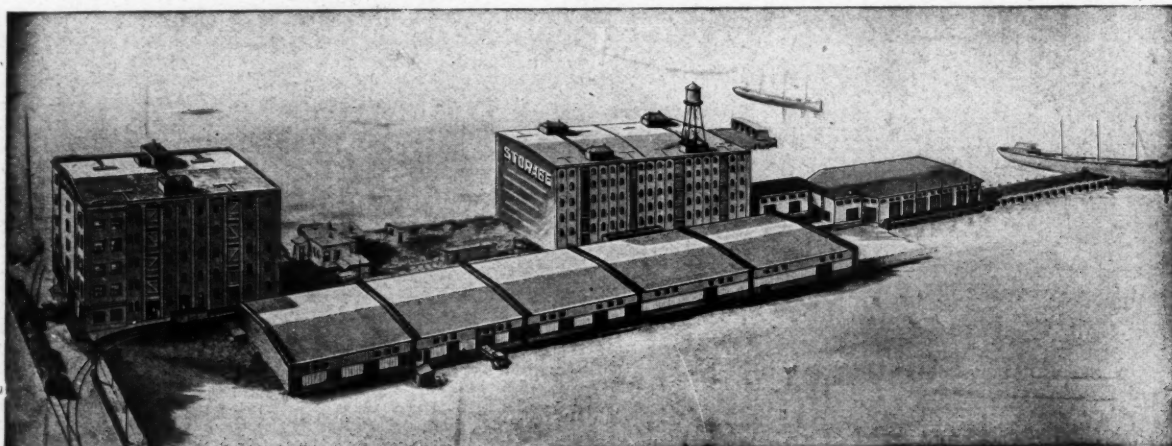
The most modern Storage Warehouses in New England, with side track capacity for 75 cars—Also several acres of yard storage

Our Location center of the Manufacturing Industries of New England. Deliveries either by Rail or Motor Trucks from any location to most any point in New England. Lowest Insurance Rates. Direct Track Connection N. Y., N. H. & H. R. R. Shipping Directions, South Providence, Rhode Island. Good Depth of Water. Weighing, Sampling and Shipping by Experts permanently employed.

WM. M. HARRIS, JR.
Treasurer & General Mgr.

WM. A. MILLSPAUGH
Secretary

H. E. LEAVER
Superintendent



PROVIDENCE, R. I.

JAMES LE ROY FOSTER, Pres.

WALDEN WYMAN, Mgr.

Rhode Island's Only Fireproof Warehouse

BROADWAY STORAGE CO.

Packing and Merchandise Distributors

Merrill & Federal Streets, Providence, R. I.

PROVIDENCE, R. I.**CADY MOVING & STORAGE CO.**

STORAGE WAREHOUSES

Household Furniture and Pianos

Packing, Crating and Shipping.

62 to 70 Dudley Street.

CHARLESTON, S. C.**CHARLESTON****Warehouse & Forwarding Co.**

CHARLESTON, S. C.

New three story reinforced concrete building, 100,000 square feet floor space.

Merchandise storage and distribution of pool cars.

Private tracks connecting with A.C.L., Southern, C.&W.C. and S.A.L. Rys. and all steamship lines.

ABERDEEN, S. D.**Aberdeen Storage Company**

Aberdeen, S. D.

Storage and Distributers

Pool Cars Solicited

WATERTOWN, S. D.

FIREPROOF

BONDED

DAKOTA WAREHOUSE CO.

Merchandise Storage and Distribution

Pool cars solicited

Private Siding

Motor Trucks

CHATTANOOGA, TENN.**THE CHATTANOOGA
TRANSFER & STORAGE CO.**

Fireproof Warehouse

Furniture

Merchandise

Packed Stored Shipped

Heavy Hauling

Motor and Horse Drawn Equipment

CHATTANOOGA, TENN.**CHATTANOOGA****Warehouse & Cold Storage Company**

Chattanooga, Tennessee

MEMBERS: A. W. A. AND AMERICAN CHAIN

Cold and General Storage

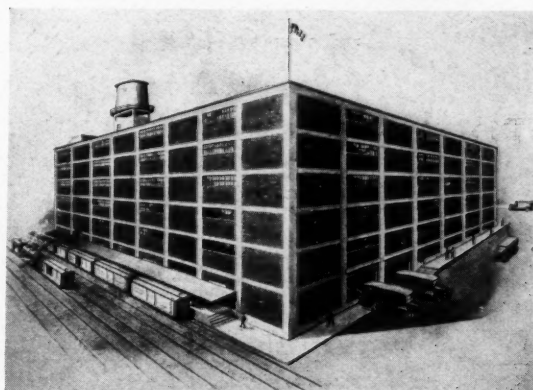
GENERAL MERCHANDISE AND HOUSEHOLD
GOODS

PACKING AND SHIPPING

Special Attention Given to Pool Car Distribution.

Fireproof Building. On Tracks N. C. & ST. L. and
W. & A. Railroads Within One Block of All Freight
Depots

Consign Your Goods in Our Care

KNOXVILLE, TENN.D. R. BENEDICT
Manager**Knoxville Fireproof Storage Company**612 E. Depot Street
Knoxville, Tennessee

Only Fireproof Warehouse in Knoxville

New Building, 135,000 square feet, on
Southern Railway tracks.
Equipped with Automatic Sprinkler.We can place your Insurance at 10c. per \$100.00 per annum on written application.
Household goods shipments solicited. Prompt remittances made.
Pool Cars distributed.

MEMBERS

American Warehousemen's Ass'n.
Central Warehousemen's Club**PROMPT AND EFFICIENT SERVICE****KNOXVILLE, TENN.****C. C. SULLINS, Sales Agent**
Warehousing, Distributing and Selling

POOL CARS A SPECIALTY

KNOXVILLE, TENNESSEE

Branch at 514 Scott Street, Bristol, Tenn.

The Men Who Distribute

Illinois SeedsRead **DISTRIBUTION & WAREHOUSING**
and consult the Shippers' Index

MEMPHIS, TENN.**MEMPHIS, TENN.**

The South's most centrally located
Distributing Center

The Home of the World's Largest Cotton
Warehouses—operating departments
for the

STORAGE
of
General Merchandise
Automobiles
and
POOL CAR DISTRIBUTION

Lowest Rates—Insurance

Facts Concerning Our Warehouses:

200 Acres Concrete Warehouses.

All on ground floor.

Automatically sprinkled.

Finest fire alarm system.

Privately policed.

Ten miles standard railroad.

Served by ten railroads.

Miss. Warrior Barge Line.

Trackage facilities, 500 cars.

Our own Fleet Motor Trucks.

An Organization of Experienced Operatives,
Permitting Unexcelled Service at All Times.

Information Gladly Furnished.

Memphis Terminal Corporation

General Offices: 15th Floor,
Central Bank Bldg.

Member: American Warehousemen's Ass'n

MEMPHIS, TENN.

Patterson Transfer Company

Established 1856. Sprinkler System.

Lowest Insurance Rate in the City.

Merchandise Storage and Distribution.

Pool Cars Distributed.

NASHVILLE, TENN.

E. M. BOND

FIREPROOF STORAGE CO.

HOUSEHOLD GOODS AND MERCHANDISE

Modern Fireproof Building

Private Siding With All Rail Connections.

AUSTIN, TEXAS

**RIPS TRANSFER AND
STORAGE CO.**

Moving, Packing, Shipping, Storing

Bonded Warehouse with Lowest Insurance Rate in the City
GENERAL WAREHOUSING AND DISTRIBUTION

BEAUMONT, TEXAS

**The Heisig Storage
Company
BONDED**

BEAUMONT, TEXAS

Brick building well ventilated and equipped with
Automatic Fire Sprinklers. STORAGE, FOR-
WARDING and DISTRIBUTING.

DALHART, TEXAS

A Good Distributing Point

because it is centrally located between Denver, Kansas
City, Dallas and El Paso. Every accommodation ware-
houses can offer. We specialize on parcels post ship-
ments, to 700 postoffices reaching half a million buyers
within the second zone.

Ask us for particulars.

Tri-State Distributing Co., Dalhart, Tex.

**If Your City Isn't
Represented Here**

Put it on the shippers' map by
inserting your card in this space.

The Men Who Distribute

Hallet & Davis Pianos

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and consult the Shippers' Index

DALLAS, TEXAS

Dallas Storage & Warehouse Co.

Send your Dallas shipments in our care.

We will protect your interests and satisfy your customer.

We give special attention to pool car distribution and solid car consignments.

60,000 square feet of fireproof storage space.

Motor trucks and team equipment.

Private siding for all railroad connections.

"We Help Ourselves by Helping Others"

EL PASO, TEXAS

60,000 Sq. Ft. Absolutely Fireproof Space for Merchandise Only

Twelve Other Warehouses for Household Goods, Etc.

Receiving
Storage
and
Distribution
of
Merchandise

Packing
Crating
Shipping
of
Household
Goods

Make Our Warehouse Your Branch House

BECAUSE

NO SWITCHING CHARGES

WE ARE BANKERS OF MERCHANDISE

WE HAVE THE LOWEST INSURANCE RATES IN EL PASO

WE HAVE A THOROUGH WAREHOUSE ORGANIZATION

WE GIVE ALL SHIPMENTS OUR PROMPT AND CAREFUL ATTENTION

EL PASO IS THE METROPOLIS OF THE GREAT SOUTHWEST AND THE GATEWAY TO MEXICO

INTERNATIONAL WAREHOUSE CO.

Member of Central Warehousemen's Club; also N. F. W. A. & A. W. A.; also Texas

EL PASO, TEXAS

R. L. Daniel Storage Co.

Box 487, 1706 Texas, 2813 Durazno Sts.

Our hobby is the crating, packing, shipping and storing of household goods. Consign your goods to us for proper attention.

Member, National Furniture Warehousemen's Assn.

EL PASO, TEXAS

El Paso Fireproof Storage Co., Inc.
ESTABLISHED 1911

75,000 Sq. Ft.—Fireproof—Bonded

STORAGE and DISTRIBUTION

Merchandise and Household Goods

Our Warehouse is in the Center of the Jobbing and Business District

"Service Guaranteed"

Two Blocks East of Post Office

Campbell and Mills Sts.

El Paso, Texas

Members of the National Furniture Warehousemen's Association

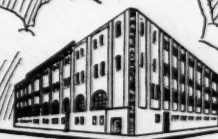
Pick Your Consignee

from the companies listed in this section—they are the "live wires" of the field and will handle your shipments promptly and efficiently.

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In
Fort Worth It's
BINYON-O'KEEFE

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.



BINYON-O'KEEFE
Fireproof Storage Co.
Fort Worth

three
mammoth
warehouses
250,000 sq ft
storage
space



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AMERICAN WAREHOUSE COMPANY

Merchandise Warehousing
Pool Car DistributionThe KEY to the
GREAT SOUTHWESTERN MARKET
Eastern Freight Agent, Foot of Conover St., Brooklyn, N. Y.
Tel. Henry 3335

GALVESTON, TEXAS

The WILEY & NICHOLLS CO.

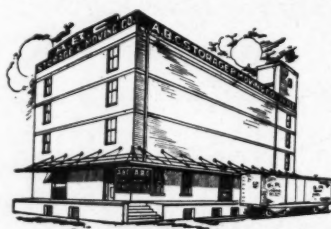
GALVESTON, TEXAS

TRANSFER AND FIRE-PROOF
WAREHOUSES

Pool Car Distributors

Forwarders

HOUSTON, TEXAS

A·B·C· STORAGE AND
MOVING CO., Inc.Right in the
Center
of
HoustonIdeal for the
DISTRIBUTION
of
MERCHANDISE"It's Fireproof"
Houston, Texas

Edw. T. Keough, Gen. Mgr.

HOUSTON, TEXAS

IN
HOUSTON

WESTHEIMER'S

FOR HOUSEHOLD GOODS AND
MERCANTILE STORAGE
DISTRIBUTIONFIREPROOF WAREHOUSES
RAIL FACILITIES—20 CARS
ELECTRIC CRANE
YARD STORAGE

Investment—\$300,000.00

References

Dun or Bradstreet Agency
All Local Banks
And Best of All
Forty Years in HoustonWESTHEIMER WAREHOUSE COMPANY
HOUSTON, TEXAS

HOUSTON, TEXAS

UNION

TRANSFER & STORAGE CO.

Successors to

Binyon O'Keefe Fireproof Storage Co.

Pool Cars Distributed

MERCHANDISE STORAGE

FIREPROOF WAREHOUSE

SERVICE THAT COUNTS

SAN ANTONIO, TEXAS

Established 1880

FREIGHT

AUTO SERVICE

STORAGE

OFFICIAL DISTRIBUTORS
MERCHANTS' TRANSFER CO.

SAFETY

COURTESY

SERVICE

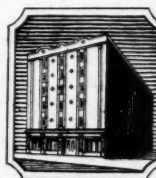
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Muegge-Jenull Warehouse Co.

Distributors Pool Cars for Texas and Mexico
Storage and Forwarding

Bonded Fireproof, Reliable, Dependable Service

SAN ANTONIO, TEXAS

General Warehousing
and DistributionCAPACITY
1,250,000 CU. FT.

THE HOUSE OF SECURITY. Member four leading associations!

Write for
freight tariff
to all points in
San Antonio
territorySCOBIE
FIREPROOF
STORAGE

San Antonio, Texas

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TEXARKANA, ARK.

Established 1882
DISTRIBUTOR OFPOOL CARS
TRUCKINGSTORAGE
MOVING

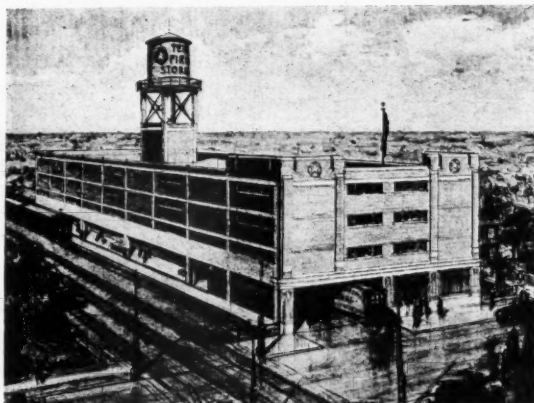
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Tyler Warehouse and Storage Company

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
Texas. Specializing in Pool Cars Merchandise.

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DISTRIBUTE FROM WACO
TRADE CENTER OF TEXAS

Texas Fireproof Storage Company

50,000 square feet of storage space. Only fireproof storage warehouse in the city.

Trackage on Cotton Belt, Santa Fe, I. & G. N. Ten-car capacity private siding. Lowest insurance rate in territory.

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Members: Central Warehousemen's Club, Texas Assn.

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The Heart of Texas

Weatherred Transfer and
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One Block on Mary at 13th St.

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Private sidings with ten car capacity, trackage on I. & G. N., G. C. & S. F. and St. L. and S. W. Rys.

The Oldest Distribution Warehouse in Central Texas.

Members A. W. A., N. F. W. A., Am. Chain, C. W. C., Tex. W. & T. Assn.

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"Service With An Inducement"

Members C. W. C. and Texas Association

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Over 1,000,000 Cubic Feet Re-enforced Concrete,
Sprinklered Space

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Best Distributing Point in Northern New England.

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Members: American Warehousemen's Association

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Incorporated 1904
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MACHINERY STORAGE
HOUSEHOLD GOODS STORAGE
POOL CAR DISTRIBUTIONS
OPERATING 30 TEAMS, 24 AUTOS
SERVICE OUR MOTTO

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**WE OWN BOTH WAREHOUSES**

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General Storage—Distribution—
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75,000 square feet floor space—30c insurance rate—
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house—Good offices for brokers—complete and responsi-
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Auto Truck and Transfer ServiceN. P. RY. SIDE TRACKS
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Delivered, Forwarded or
Stored.No Switching cg. on
Carloads.FIREPROOF STORAGE
SEATTLEPOOL CARS
Furniture Packed, Shipped
or Stored.

Established 1905

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Successors to MILLER & LENINGTON

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Motor Trucks and Team
Equipment for All and
Every Kind of HaulingSHIP IN OUR CARE
and let us be "At your
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Packers and Shippers of Household Goods
We Reach All Suburban Points
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Capital \$1,000,000.00

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12 WAREHOUSES—50-CAR SIDE TRACK
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Log Cabin Maple Syrup

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To both yourselves and your customers
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**United Fire Proof
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Good service
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The newest
and best in
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OSHKOSH, WIS.**OSHKOSH STORAGE CO.**

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Free switching privileges on all railroads entering Oshkosh.

General merchandise and furniture storage.

Forwarding and transferring a specialty.

Competent help in office and warehouse.

We can be used as a branch house at no extra expense.

We are at your service.

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HONOLULUconsign to us and the same will be given our best
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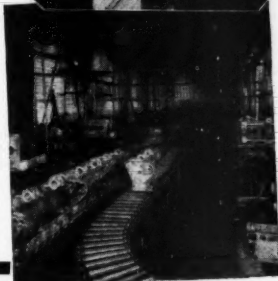
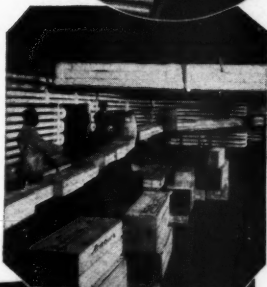
Shipper and the Warehouseman

It serves each to the benefit of both.

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There Is a

STANDARD

Gravity Roller Conveyor that will carry it easily, effectively and economically.

The picture at the top of this page gives you an idea of the *distance* that gravity roller conveyors are carrying cartons of material at the Hoover Suction Sweeper Company's Plant, North Canton, Ohio. The center illustrates the *variety* of packed merchandise that is conveyed by means of *Gravity* at the Armour and Company's Plant, Chicago, Illinois. The bottom view is a typical installation of Standard Roller Conveyors in a Machine Shop, Foundry or Automobile Plant. This particular picture was taken at the plant of the Continental Motors Company, Detroit, Mich.

It is the aim of the Standard Conveyor Company to serve industries conscientiously. To do that, a part of Standard Service is advisory. If you are interested in lower handling costs, send for Catalog "D."

Our engineering service and suggestions to you are given without obligating you in any way.

STANDARD

CONVEYOR COMPANY

General Office and Plant,
North St. Paul, Minn.

"Brown-Portable" Products Plant,
North Chicago, Illinois

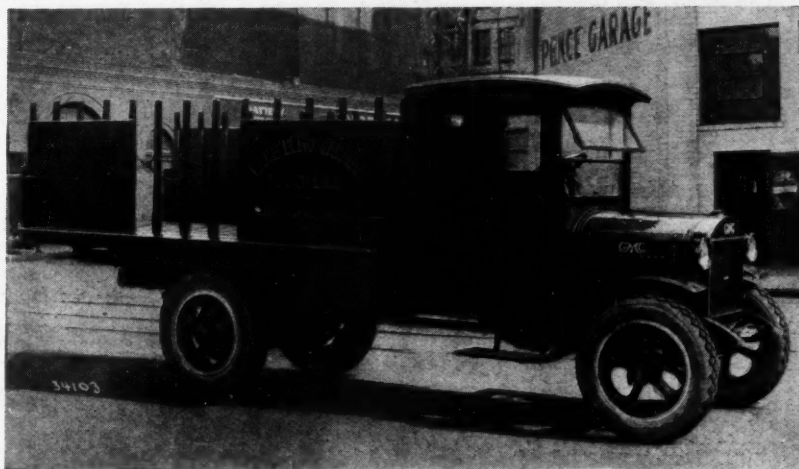
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Division of General Motors Corporation

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KILLS MOTHS

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,
REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,
OF DISTRIBUTION & WAREHOUSING, published monthly at New York, N. Y.,
for October 1, 1923.
STATE OF NEW YORK, ss.
COUNTY OF NEW YORK)

Before me, a Notary Public in and for the State and County aforesaid, personally appeared E. M. Corey, who, having been duly sworn according to law, deposes and says that he is the Treasurer of the Class Journal Company, Publishers of DISTRIBUTION & WAREHOUSING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Class Journal Co., 239 West 39th Street, New York; Editor, Kent B. Stiles, 239 West 39th Street, New York; Managing Editor, David Beercoft, Hartsdale, N. Y.; Business Manager, Julian Chase, Tarrytown, N. Y.

2. That the owner is:
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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Sworn to and subscribed before me this 26th day of September, 1923
(SEAL) E. P. MURRAY,
Notary Public, Queens Co. Clerks No. 3115. Certificate filed in New York Co. No. 748, New York County Register's No. 4533. Commission Expires March 30, 1924.
Form 3526-Ed. 1922.

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The "MOTOR DRIVEN" CHAIN HOIST



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MOTORBLOC IS PORTABLE—can be hung up anywhere and connected with the electric current as easily as an electric drill.

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Lets one man do the work of a gang.

It's mechanically right.

1/4 to 10 Tons

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In protecting the wares stored with you.

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Find out about the many interesting features of the King Shipping Case. Write today for our descriptive catalogue.

The King Shipping Case Corporation
276 West Water Street
Syracuse, N. Y.

King Shipping Case

THE advertiser
Who gets cold feet now
Will be cold all over
Two years from now.

—The Credit Monthly

Warehousemen!

Prepare for Spring Rains

The

“OVLIM-BRAND”
Truck, Wagon and Horse Covers
Insure Absolute Waterproof Facilities

Write for Prices and Catalogues.

Milvo Awning & Tent Works
ROME, N. Y.



Model J

HERE YOU HAVE IT The 1922 Model Bradley Stencil Machine

Graduated Table, Handle Adjustable to Two Positions, Rapid Stroke and Other New Features. Model J cuts $\frac{3}{4}$ " Letters. Model K cuts $\frac{1}{2}$ " Letters.

Our GIANT MACHINES Cut $1\frac{1}{4}$ " and $1\frac{1}{2}$ " Letters for Export Shipments.
Mark Your Shipments Right.
BUY A BRADLEY

Bradley Oil Board and Stencil Papers.
Bradley's Two-In-One Stencil and Marking Ink.
The Bradley Ball Stencil and Marking Pot.

Write for Samples and Prices.

A. J. BRADLEY MFG. CO.

101 BEEKMAN ST.,

NEW YORK

INTERNATIONAL MOTOR TRUCKS *for low-cost hauling*

Built in sizes ranging from the 2000-lb. Speed Truck to the 10,000-lb. Heavy-Duty Truck

INTERNATIONAL HARVESTER COMPANY

606 SO. MICHIGAN AVE. OF AMERICA CHICAGO, ILL.
INCORPORATED

The Exchange

A Department of Trade
and Employment Opportunities

If you don't find what you want here, your advertisement here will find it for you.

This Exchange section serves a real purpose in the industry by affording a central market place for the disposing of equipment no longer needed, and the securing of special apparatus at bargain prices. If you have any equipment for sale or wish to sell your business, this section is the logical place to advertise. All advertisements in this section will be accepted at a flat rate of three cents per word for each insertion.

ESTABLISHED Moving and Trucking Storage Warehouse desires to sell its moving and trucking business to a responsible party. Wonderful opportunity for the right man. Box 177, DISTRIBUTION & WAREHOUSING.

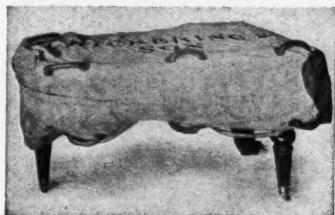
FOR SALE—Cleveland Carpet Vacuum Machine; 19½ ft. long; will sacrifice; write for particulars. Isacson, 462 Fifty-second Street, Brooklyn, N. Y.

WANTED—An all around first class packer for household goods, etc. Prefer man with family. Address Box 218, DISTRIBUTION & WAREHOUSING.

FOR SALE—Exceptional opportunity to engage in general warehouse furniture storage and terminal business in the heart of Newark. Limited amount necessary to acquire possession of exceptional property with railroad and water facilities. Large present income. Newark is the city of unlimited opportunity. Address E. W., Room 304, 828 Broad Street, Newark, New Jersey.

FOR SALE OR RENT—New 4-story fireproof building, located in good city in Central Iowa. Suitable for wholesale house, light manufacturing, office building, or warehouse. Railroad center. Rude Auto Co., Marshalltown, Iowa.

If You Move or Handle Pianos—
Acquaint Yourself—by All Means—With
The Breen Grand Piano Cover



"The Only One
of Its Quality
on the Market"

Send for catalogue on Piano Movers' Supplies. We also make Water-proof Motor Truck and Wagon Covers.

WM. H. BREEN

219-231 Rutherford Ave., Charlestown, Mass.
It Can't Scratch If It's Properly Covered



SERVICE

Is All You Sell

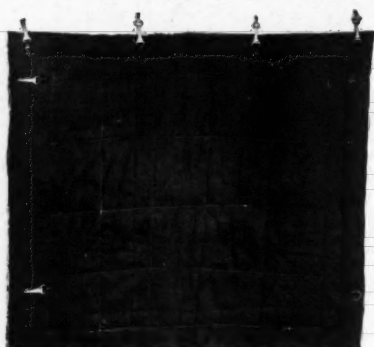
Make it perfect. Use Service Steel Rug Racks. Preserve pile of rugs, make each accessible. Conserve space. Promote cleanliness and resist fire and vermin. Adjustable shelves. Can be set up by your own men. Add units as business grows. Send sketch of rug room. Our engineer will send layout and moderate estimate. Ask today.

SERVICE STEEL PRODUCTS CO.

140 N. Dearborn Street

Chicago, Ill.

LINER PADS



FOR HANGING { Inside of Van or
Stake Truck

Made from heavy material, equipped with straps and
snaps, ready to hang.....22c. sq. ft.

Write for Catalogue
of OTHER SUPPLIES

WM. A. IDEN CO.

564 Washington Blvd., Chicago, Ill.

THE TOWING MOTOR OF INDUSTRY



At the Cutler Hammer Mfg. Co.

A Story of Reduced Payrolls

From every part of the country we receive letters from Towmotor users telling us how it is saving them money.

It can't help doing it

This sturdy, compact and powerful gasoline motor pulls, pushes and shunts all forms of vehicles—with speed and economy.

Analysis of your inter-transportation system will show you ways to make the Towmotor a big efficiency factor in your organization.

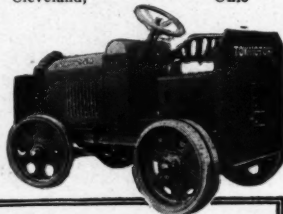
The Towmotor's complete story—testimonial letters and other evidence and in-

formation—is a history of reduced payrolls everywhere.

The superiority of the Towmotor has been proved in service.

Get the story—it's yours for the asking.

THE TOWMOTOR CO.
1226 E. 152nd St.
Cleveland, Ohio



The Towmotor has Made Good
(Universal Traction)

INDEX TO GENERAL ADVERTISERS

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A	
Arbeit, S.	116
B	
Big 4 Transfer Co.	2
Bradley Mfg. Co., A. J.	118
Breen, W. H.	119
Brooks & Co., Inc., E. J.	118
C	
Chicago Quilt Mfg. Co.	122
Cleveland-Akron Bag Co.	122
Campbell Co., M. L.	123
E	
Enoz Chemical Co.	116
Excelsior Wrapper Co.	116
F	
Federal Motor Truck Co.	Front Cover
Felix Girard Co.	116
Foamite Childs Corp.	4
Fulton Bag & Cotton Mills.	116
G	
Garford Motor Truck Co.	124
General Motors Truck Co.	115
I	
Iden Co., Wm. A.	120
International Harvester Co.	118
J	
Judson Freight Forwarding.	3
K	
Kelly-Springfield Tire Co.	43
King Shipping Case Corp.	118
L	
Landers, Frary & Clark.	123
M	
Milvc Awning & Tent Works.	118
Moore & Dunford.	44
Motorbloc Corp.	117
N	
Neal Handy Saw Co.	121
P	
Peele Co.	Back Cover
R	
Reach Textile Co., A. L.	116
Re-Nu Products Co.	116
S	
Self-Lifting Piano Truck Co.	121
Selle & Co., H. W.	118
Service Steel Products Co.	119
Sewell Cushion Wheel Co.	Third Cover
Standard Conveyor Co.	115
T	
Towmotor Company.	120
Trans-Continental Freight Co.	1
U	
United States Rubber Co.	6
V	
Variety Fire Door Co.	118
W	
Walker Vehicle Co.	Second Cover
White Tar Co.	117
Y	
Yale & Towne Mfg. Co.	5

(For Shippers Index Advertisers, see pages
121, 122, 123)

SHIPPERS INDEX

(For Index to General Advertisers, see page 120)

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A	
A. B. C. Fireproof Warehouse Co.	75
A B C Storage & Moving Co.	110
Aberdeen Storage Co.	107
Acme Transfer & Storage Co.	46
Adams Stor. & Trans. Co.	100
Adams Transfer & Storage Co.	75
Albany Terminal Warehouse Co.	81
American Brokerage & Whse. Co.	91
American Household Storage Co.	84
American Storage Express Co.	103
American Warehouse Co.	110
Anchor Warehouse Co.	81
Andrews Furniture Storage Co.	94
Arlington Storage Whse.	66
Atlas Storage Whse. Co.	77
Auburn Draying Co.	81
Audubon Storage Warehouse.	85
B	
B. R. & P. Warehouse, Inc.	90
Baggage & Omnibus Trans. Co.	101
Ballard Ppf. Stge. & Trans. Co.	73
Baltimore & Ohio Stores, Inc.	86
Baltimore Storage & Moving Co.	65
Baltimore Transfer & Stge. Co.	74
Bartlett Bros.	51
Beebe Stor. & Mov. Co.	75
Bekins Ppf. Stge. (Calif.)	47-48-49
Bekins Fireproof Storage (Ore.)	101
Bekins Fireproof Storage (Wash.)	112
Bekins Household Shipping Co.	55
Bekins Omaha Van & Storage Co.	77
Belmar Moving & Storage Co.	104
Big 4 Transfer Co.	2
Bill Bros. Co.	51
Bimberg Sons, Joseph.	84
Binghamton Whse. & Supply Co.	82
Biryon-O'Keefe Ppf. Stge. Co. (Fort Worth)	109
Birrer Motor Freight & Transportation Co.	90
Blackham Stge. & Trucking Co., Inc.	85
Blakeslee Co., Ralph N.	51
Blanchard Storage Co., Inc.	90
Blane's Trans. & Stge. Co.	104
Blue Line Storage Co.	62
Bond Ppf. Stge. Co., E. M.	108
Boulton's Storage	114
Bowler Storage & Sales Co.	69
Rowman Chas. E.	82
Boyd Transfer & Storage Co.	72
Brady & Son Co., P.	86
Bridgport Storage Whse. Co.	51
Broadway Storage Co.	107
Brooklyn Ppf. Stge. Co.	68
Brokers Office & Warehouse Co.	64
Brown Trucking Co.	60
Buffalo Storage & Carting Co.	84
C	
Cady Moving & Storage Co.	107
Cairo Storage & Forwarding Co.	55
California Truck Co.	48
Cameron Storage & Storage Co.	72
Campbell Stores	86
Campbells Warehouse	90
Carnahan Trans. & Stge. Co. (Pa.)	103
Carnahan's Trans. & Stge. (La.)	64
Carolina Stge. & Dist. Co.	92
Cathcart Van & Stge. Co.	53
Cedar Rapids Transfer Co.	62
Central Storage Co.	75
Central Storage & Forwarding Co.	55
Central Storage & Transfer Co.	102
Central Warehouse Co. (Baltimore)	65
Central Warehouse Co. (Saginaw)	72
Central Warehouse Co. (St. Paul)	73
Charleston Whse. & Fwdg. Co.	107
Chattanooga Trans. Stge. Co.	107
Chattanooga Warehouse & Cold Storage Co.	107
Chelsea Ppf. Stge. Whse., Inc.	86
Church Warehouse & Transfer Co.	100
Cincinnati Tobacco Whse. Co.	
Cincinnati Tobacco Whse. Co.	93
Citizens Transfer & Storage Co.	99
City Transfer & Storage Co.	47
City Transfer Co.	114
City View Apt. & Storage Co.	92
Clancy Carting Co., J. C.	90
Cleveland Storage Co.	94
Coburn Stge. & Whse. Co., Henry.	60
Cold Spring Storage Co., Inc.	84
Columbia Storage Warehouses.	78
Columbian Stge. & Transfer Co.	71
Columbian Warehouse Co.	106
Commercial Truck & Storage Co.	112
Commonwealth Ice & Cold Storage Co.	66
Continental Warehouse Co.	55
Cotter Transfer & Storage Co.	99
Cotter Warehouse Co., W. Lee.	98
Crandall Trans. Whse. Co.	59
Crooks Terminal Whses.	75
Cummings Storage Co.	92
Cunco Storage Co.	86
Currier-Lee Warehouse Co.	55
Curtis Bros. Transfer Co.	94
D	
Daggett Transfer & Stge. Co.	63
Dakota Warehouse Co.	107
Dallas Storage & Warehouse Co.	109
Daniel Storage Co., R. L.	109
Danville Transfer & Storage Co.	58
Day & Meyer-Murray & Young.	87
De Camp, Inc., Job.	78
Delcher Bros. Storage Co.	52
Denenthal Truck & Storage Co.	100
Detroit Storage Co.	69
Dewey & Co., George E.	51
Dietrich, Jacob	77
Dietz Storage Warehouse.	91
Doe, Delor	89
Dorman Transfer & Stge. Co.	59
Drew Cartage & Stge. Co., H. L.	99
Dunn Co., D. W.	67
Duquesne Warehouse Co.	105
Dye Fireproof Warehouse, Inc., Fred F.	84
E	
Eagle Warehouse & Storage Co.	82
Easy Truck & Storage.	99
Eastern State Refrigerating Co.	69
Eldridge Exp. & Stor. Whse. Co.	77
Elgin Storage & Tr. Co.	59
Ellinger, L.	86
Elmira Storage & Sales Co.	85
El Paso Ppf. Storage Co., Inc.	109
Elston Packing & Storage Co.	71
Emergency Trucking & Warehouse-ing Corp.	87
Empire Storage Co.	55
Erie Storage & Carting Co.	102
Erie Warehouse Co.	102
Essex Warehouse Co.	78
Ewert & Richter Exp. & Stor. Co.	62
Ewing Transfer Co.	63
Eyres Storage and Dist. Co.	111
F	
Fales Warehouse	112
Ferriss Warehouse & Storage Co.	53
Fidelity Fireproof Storage Co.	48
Fidelity Storage & Transfer Co.	74
Fidelity Storage & Van Co.	77
Fidelity Storage Co. (Baltimore)	66
Fireproof Stge. & Transfer Co.	72
Fireproof Storage Co., Inc.	64
Fireproof Whse. & Stge. Co.	98
Flitz Co., Francis.	67
Flagg Storage Warehouse Co.	91
Flint Fireproof Storage Co.	70
Ford Transfer & Storage Co.	61
Fordham Storage	87
Forest Hills Stge. Warehouse.	85
Fort Erie Warehouses & Docks.	102
Fort Wayne Storage Co.	60
Fulton Storage Warehouse Co.	82
Furniture Mfrs. Whse. Co.	71

(Continued on page 122)

Movers' Equipment

Piano Trucks, Hoists, Covers, Straps

We make the largest and best line of Piano Trucks in the world.

5 Styles End Trucks

2 Styles Still Trucks

Write for circular and prices.

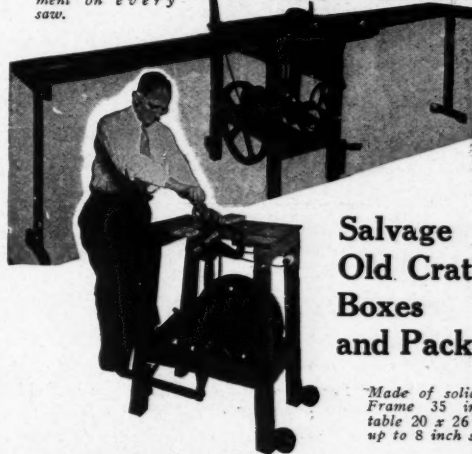
Manufactured only by

Self Lifting Piano Truck Co.

Findlay, O.

This shows the saw with the 75 inch extension tables. A nail pulling attachment on every saw.

NEAL HANDY SAW!



Salvage Old Crating Boxes and Packing

Made of solid maple. Frame 35 in. high, table 20 x 26 in. Cut up to 8 inch stock.

The Neal Handy Saw is made for use in packing rooms, warehouses, factory shipping rooms or wherever time saving and clean cutting features are wanted.

It is equipped with a 3/4 hp. motor with an 8 inch cross cut saw, ripping miter, and may be used for grinding and sharp-

ening tools as well as sawing, with a few attachments. The saw can be installed on a power line using three phase motor which will give maximum power. It is always ready for immediate action.

For complete description write to the manufacturer,

NEAL HANDY SAW CO.

7208 Euclid Avenue

Cleveland, Ohio

WAREHOUSE EQUIPMENT

WE MEET YOUR REQUIREMENTS

IN

Furniture Pads, Canvas Covers, Piano Covers (for shipping and storage), Tar-paulins, Truck, Wagon and Horse Covers, Talking Machine Covers. "Coverlin" Mattress Bags.

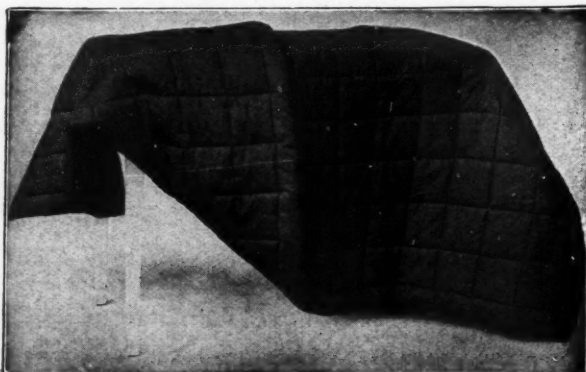
SAXOLIN Duplex is a flexible packing, wrapping and case-lining material. Better than burlap because it is Vermin-proof and Water-proof.

Write Us Your Requirements
So We May Quote You Prices

The Cleveland-Akron Bag Company.

IMPORTERS OF BURLAP PAPER, COTTON AND JUTE BAGS OF ALL KINDS MAKERS OF PAPER

THE CHICAGO-DETROIT BAG CO. GOSHEN, IND. BUFFALO BAG CO. BUFFALO, N. Y. MISSOURI VALLEY SACK CO. ST. JOSEPH, MO.



Why Take Chances? Use Protecto Pads

Damaged Furniture through careless handling means profits lost and dissatisfied customers

"Protecto" Wagon Pads are made of Extra Heavy Drill Denim, Cotton Filled

NOTE! The pad is stitched in square blocks; this prevents the cotton from bunching.

No. 12. Cut size of cloth 72 x 80. Price, Doz. \$39.00
No. 14. Cut size of cloth 54 x 72. Price, Doz. 32.00
No. 16. Cut size of cloth 36 x 72. Price, Doz. 25.00
Phonograph Covers. Each. 5.50

F. O. B. Chicago. Write or wire your order today.

CHICAGO QUILT MANUFACTURING CO.

1355-57 Roosevelt Road :: :: CHICAGO, ILL.

SHIPPERS INDEX—Continued

(Continued from page 121)

G

Galt-Block Warehouse Co.	65	Kinderman & Son, Julius	87
Gardner Storage Co., Inc., B. B.	51	King Storage Warehouse, Inc.	91
General Fireproof Storage Co.	100	Knickerbocker Stge. Co. (Akron)	92
General Warehousing Co. (Mo.)	76	Knickerbocker Stge. Co. (Cleveland)	94
Gibbs Express Co.	66	Knickerbocker Stge. Whse. Co.	78
Gilbert Storage Co., Inc.	87	Knoxville Fireproof Storage Co.	107
Glenn & Son, O. J.	84	Kroeger, Joseph J.	78
Globe Delivery Co.	76		
Glynns Transfer & Ppf. Stor. Co.	55		
Gonzalez Co., M. F.	53		
Goodman Transfer & Whse. Co.	46		
Goodman Whse. Corp.	78		
Gordon Ppf. Whse. & Van Co.	77		
Gottry Carting Co., Sam.	90		
Graham's Storage Warehouse	66		
Great Central Warehouse Co.	69		
Greensboro Warehouse & Stge. Co.	91		
Gregg Cartage Co.	95		
Griffin, The Transfer Man.	101		
Griswold & Walker, Inc.	56		
Grove Fireproof Warehouse Co.	75		

L

Lakeshore Moving & Storage Co.	95
Lakewood Ppf. Stge. Co. (Cleveland)	95
Lakewood Ppf. Storage Co. (Lakewood)	99
Lancaster Storage Co.	103
Langan, B. A.	76
Larsing Storage Co.	72
Lasham Co., Edw.	56
Lawrence Warehouse Co. (Oakland)	49
Lawrence Warehouse Co. (San Francisco)	49
Lazarus Co., F. J., 20th Century Stge.	101
Lederer Terminal Warehouse Co.	95
Lee & Sons Co., H. C.	100
Lee Bros., Inc.	88
Lehigh Warehouse & Trans. Co., Inc.	78
Lenihan's Corona Whse., Inc.	84
Leonard Ware., Inc. (N. Y.)	84
Leritz & Son, L.	75
Lexington Storage & Whse. Co.	83
Liberty Cartage Co.	95
Lincoln Fireproof Stor. Co. (Mo.)	75
Lincoln Fireproof Warehouse Co.	113
Lincoln Storage Co. (Cleveland)	96
Lincoln Stge. Co. (Dayton)	98
Lincoln Storage Warehouse	77
Long Island Stge. Warehouses	83
Long Warehouse Co., S. N.	76
Los Angeles Whse. Co.	48
Louisville Public Warehouse Co.	64
Lyon Fireproof Storage Co.	48

H

Hamilton Terminal Whses, Ltd.	113
Hamman Bros.	59
Hanon Storage Warehouses	81
Hansen Storage Co.	113
Harders Fireproof Stge. & Van Co.	56
Harragan's Stge. Ware., Inc.	83
Harris Transfer & Warehouse Co.	46
Harrisburg Storage Co.	102
Hartford Despatch & Trucking Co.	51
Harvard Storage & Warehouse Co.	69
Hasley Bros.	105
Hastings Truck Co.	72
Hastlett Warehouse Co.	49
Haugh & Keenan Stge. & Tr. Co.	105
Hayes Transfer & Storage Co.	59
Headley's Express & Storage Co.	102
Hebard Storage Warehouses	56
Helsing Storage Co.	108
Hess-Strickland Trans. & Stge. Co.	46
Hildenbrand Bros.	103
Hill, J. G.	74
Hobson's Storage	87
Hodges Fireproof Warehouse, Jos.	101
Hollingsworth Warehouses	55
Hollywood Storage Co. (Hollywood)	47
Hollywood Storage Co. (Los Angeles)	48
Howard & Conlon	82
Hummel Warehouse Co.	101
Hunter Transfer Co. (Arkansas)	47
Hunter Transfer Co. (Texas)	110

M

McCanns Stor. Whse. Co.	91
McLane & Taylor	77
McLaughlin Warehouse Co.	65
McPheeter's Warehouse Co.	76
Mahin Shipping & Storage Whse.	57
Mathews Storage Warehouses	113
Mead Redhead Co.	96
Memphis Terminal Corp.	108
Mercer Transfer & Stge. Co.	61
Merchandise Storage Co.	98
Merchants Transfer & Stge. Co. (Davenport)	62
Merchants Transfer & Stge. Co. (Des Moines)	63
Merchants Transfer Co. (Ohio)	99
Merchants Transfer Co. (Texas)	110
Merchants Warehouse Co.	69
Merchants Warehousing Co.	106
Meridith Storage Co.	59
Metropolitan Storage Whse. Co.	68
Metropolitan Whse. Co.	51
Midland Whse. & Transfer Co.	57
Miller Transfer & Storage Co.	112
Mindermann, Inc., H. J. F.	88
Minneapolis Trans. & Whse. Co.	73
Moeller Transfer & Storage Co.	46
Monarch Stge. & Forwarding Co.	63
Monarch Storage & Warehouse Co.	84
Monarch Trans. & Stge. Co.	75
Monroe Warehouse Co. Inc.	90
Montgomery & Co.	103
Monumental Stge. & Carpet Cleaning Co.	66
Mooney, Edw. J.	88
Morgan & Brother	88
Morr Trans. & Stge. Co., D. A.	75
Morrow Trans. & Stge. Co.	53
Mott Haven Storage Warehouse Co.	88
Muegge-Jenult Storage Co.	110
Murdoch Storage & Transfer Co.	105
Murray Storage Corp. J. F.	88
Muskegee Transfer & Stor. Co.	100

I

Independent Warehouse Co., Inc.	65
Indianapolis Warehouse Co., Inc.	60
International Whse. Co. (El Paso)	109
Inter-State Transfer & Storage Co.	63
Iowa Warehouse Co.	63

J

Jamaica Stge. Warehouse	85
Jefferson Safety Stge. Whse. Co.	81
Jennings-Cornwall Whse. Co.	111
Johnson Transfer Co.	54
Jones & Co., Inc.	111
Jones-Clark Trucking & Storage Co.	91

K

Kansas City Warehousemen	75
Kedney Warehouse Co. (Minn.)	72
Kedney Warehouse Co. (N. Dak.)	92
Kedney Warehouse Co. (St. Paul)	74
Kennicutt-Patterson Trans. Co.	50
Kent Storage Co.	71
Keystone Storage Co.	103
Keystone Warehouse	103

(Continued on page 123)

SHIPPERS INDEX—Continued

(Continued from opposite page)

N	
National Storage Warehouse Co.	77
Neal Fireproof Storage Co.	96
Nelson, David	113
Nelson Transportation Co.	70
New Jersey Warehouse Co., Inc.	78
New York Crating & Fwd. Co.	83
Nineteenth St. Storage Warehouse	83
Ninth St. Terminal Whse. Co.	97
North Philadelphia Stor. Co.	103
Northeastern Stge. & Dist. Co.	69
Northern Ave. Stores & Dock Corp.	68
Northwestern Transfer Co.	101
Norwood Transfer Co.	93
O	
O. K. Transfer & Stor. Co. (Ark.)	46
O. K. Trans. & Stor. Co. (Oklahoma City)	100
O'Neil Tr. & Storage, John	105
O'Reilly Storage Warehouse, T. J.	89
Olson & Co., Gustav A.	83
Ontario Warehouse Co.	57
Oregon Auto Dispatch	101
Oregon Transfer Co.	101
Orlando Bonded Warehouse	52
Oshkosh Storage Co.	113
P	
Pacific Storage & Tr. Co., Inc.	112
Pacific Storage & Warehouse Co.	77
Pagels, Fred	93
Panhandle Storage Warehouse	79
Passaic Transportation Co.	93
Patterson Transfer Co.	108
Peasley Transfer & Storage Co.	51
Peaslee & Van Co.	103
Penn Storage & Terminal Ware. Co.	76
Perky Bros. Trans. & Storage Co.	75
Petry Express & Storage Co.	81
Pettit's Storage Warehouse Co.	60
Philadelphia Local Express	103
Pioneer Truck & Transfer Co.	47
Pittsburgh Transfer & Storage Co.	50
Pond Transfer & Storage Co.	106
Post, R. P.	48
Prudential Stge. & Mov. Co. (Los Angeles)	48
Prudential Stge. & Mov. Co. (San Diego)	49
Q	
Quackenbush Warehouse Co.	106
Queen City Warehouse Corp.	81
Quincy Mkt. Cold Storage & Warehouse Co.	67
R	
Railway Terminal Whse. & Stor. Co.	91
Railway Terminal & Whse. Co.	57
Rathbun Cartage Co.	106
Red Line Transfer & Stge. Co.	62
Reilly, James W.	89
Reshipping Warehouses	57
Richards Whse. Co.	71
Ricks Storage & Distributing Co.	74
Rips Trans & Storage Co.	108
Riverside Storage & Cartage Co.	70
Riverside Truck & Stge. Co.	69
Roberts Terminal Warehouse Co.	81
Rochester Storage Warehouses	90
Rock Island Transfer & Stge. Co.	59
Rockford Storage Warehouses	59
Rosenthal Fireproof Stge. Co.	63
Rudd, J. A.	90
S	
St. Paul Terminal Warehouse Co.	71
Safety Storage Co.	81
Safety Trans. & Stge. Co., Inc.	61
San Francisco Whse. Co.	50
Santini & Sons, A.	89
Savannah Bonded Whse. & Tr. Co.	54
Savannah Distributing Co.	54
Schantz Co., Joseph A.	90
Seobey Fireproof Stge. Co.	110
Scott Bros. Fireproof Stor. Co.	98
Security Storage & Trust Co.	66
Security Storage & Van Co.	72
Security Storage & Warehouse Co.	81
Security Storage Warehouses	73
Security Warehouse Co. (Georgia)	52
Security Whse. Co. (Minneapolis)	73
Shanahan Transfer & Storage Co.	105
Shank Fireproof Storage Co.	72
Sheldon Transfer & Storage Co., Inc.	68
Shupe Terminal Corp.	80
Skellet Co.	73
Smith Transfer & Storage Co.	52
T	
Tarry-Elkin Transfer & Stge. Co.	111
Taylor, O. Edwards	112
Terminal Storage Co.	52
Terminal Whse. & Tr. Co.	104
Terminal Warehouse Co. (R. I.)	106
Terminal Wharf & R. R. Whse. Co.	68
Texas Fireproof Storage Co.	111
Tiffany Fireproof Storage Whses.	89
Toledo Merchants' Delivery Co.	100
Toledo Terminal Warehouse Co.	100
Tonnies Transfer & Storage Co.	74
Tooker Stge. & Fwdg. Co. (Ill.)	58
Tooker Stge. & Fwdg. Co. (N.Y.)	89
Tripp Warehouse Co.	61
Tri-State Dist. Co.	108
Truth's Model Warehouses	104
Tucson Warehouse & Transfer Co.	46
Tulsa Storage & Transfer Co.	101
Turner Cartage & Stge. Co.	70
Tyler Warehouse & Storage Co.	110
U	
Union Fireproof Warehouse Co.	92
Union Storage Co. (Dayton)	99
Union Storage Co. of Erie	102
Union Ter. Whse. Co. (Fla.)	52
Union Terminal Whse. Co. (Cal.)	49
Union Terminal Warehouses	92
Union Trans. & Stge. Co. (Ky.)	64
Union Trans. & Stge. Co. (Texas)	110
Union Transfer Co.	92
United Fireproof Warehouse Co.	113
United States Storage Co.	52
United Warehouse Co. (Seattle)	112
United Warehouse Co. (Wichita)	64
V	
Valley Van & Storage Co., Inc.	47
Vermont Warehouse Co., Inc.	111
Virginia Bonded Whse. Corp.	111
W	
Wagner & Son	55
Wagner Ppf. Stge. & Truck Co.	99
Wallace Trans. & Forwarding Co.	93
Ward & Bro., Hugh P.	89
Warner Warehouse Co.	61
Warrant Warehouse Co.	46
Waterbury Storage Co.	51
Weathered Trans. & Stge. Co.	111
Weber Express & Storage Co.	106
Weicker Transfer & Storage Co.	50
West Coast Whse. Co. (Ariz.)	46
West Coast Whse. Co. (Cal.)	49
Western Michigan Trans. & Stge. Co.	72
Western Transfer and Storage	111
Western Warehousing Co.	58
Westhelmer Service	110
Wiley & Nicholls Co.	110
Wilkes-Barre Warehousing Co.	106
Windsore Trans. & Moving Co.	98
Winklers & Sons, John	85
Winslow Trucking Co.	91
Withers Transfer & Storage Co.	52
Wolverine Storage Co.	70
Woodworth, J. P.	61
Worcester Cold Storage & Whse. Co.	69
Wright Transfer Co.	74
Y	
Yarnall Transfer & Storage Co.	52
Young, William	89
Z	
Zeigler-Schafer Co.	93

(For Index to General Advertisers, see page 120)

Increased Profits

by cleaning
Rugs and
Upholstery

You store and move your customers' carpets and furniture—why not clean them, too?

The margin of profit is large and the expense for equipment and labor is small.

Connersville scrubbing machines and vacuum cleaners are used in leading cleaning plants everywhere.

UNITED VACUUM APPLIANCE DIV.
LANDERS, FRARY & CLARK

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Send For This
Free BookIt Will Prevent
Damage Claims and
Make Profits Larger

No matter how carefully furniture is handled, accidents will occur and no one has devised a method of packing which will prevent packing marks. When unavoidable injury occurs it is extremely difficult to satisfy the housewife whose treasured mahogany has been marked, scratched or dented—unless it is repaired before delivery.

"How to Repair Damage to Varnished Surfaces" tells how you can repair injury so that it is not only hidden but so that the repaired piece will look as good or better than before. It even explains how damage which occurs in delivery can be instantly touched-up by any intelligent driver or helper.

Write for your FREE copy.

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The M. L. Campbell Company
2334 Pennway
Kansas City, Mo.How to Repair
Damage
to
Varnished
Surfaces



Up the Steepest Hill in Milwaukee With a Full Load—and Then Some

Sixth Street hill is the steepest grade in Milwaukee, and many a truck but partially loaded has found difficulty in climbing it.

Here is one of Harry Klieger's Garfords in action on this hill. Seven tons of rags on a four ton truck!

As in the past, Garford still strongly advises the limitation of loads to rated truck capacity. Continual overloading places a dangerous strain upon the frame, axles, drive-shaft and motor. And such a practice quickly takes the life out of the best of tires.

Yet, the point is, a truck that is engineered to the job can far better stand an occasional extra strain—in emergencies—than the ordinary unit. Garford engineers designed and built this truck for the particular job it does. And here is concrete evidence of the safe margin of strength—the ample reserve of power provided at the factory.



If you are looking for transportation units and dependable, low cost ton mile operation, tell Garford engineers your trucking requirements. A service magazine—Haul-Age—for truck operators will be sent you regularly on request. Be sure to write before our October issue is exhausted.

The Garford Motor Truck Company, Lima, Ohio

Manufacturers of Motor Trucks 1 to 7½ Tons

GARFORD

DEPENDABLE TRANSPORTATION

Vibration--the most destructive, costly element in motor truck operation

--Should be offset by--

Sewell Cushion Wheels

The most economical factor in truck operation.

To find out what Sewell Cushion Wheels, with their remarkable resiliency, mean in actual dollars-and-cents savings, do this:

Figure the total cost of upkeep for your motor truck in a year. Then divide the cost in half.

Sewell Cushion Wheels, according to users, cut cost of motor truck maintenance in two.

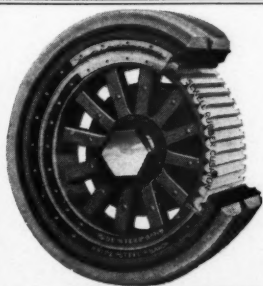
Furthermore, they materially lengthen the truck's life, and increase tire mileage.

These facts are attested and proved by thousands of truck owners who have used Sewell Cushion Wheels for years.

We will gladly show you any number of letters citing the facts about Sewell economy. We will give you the names of users who have invested as much as \$50,000, \$70,000 and \$90,000 in this economy.

There are many forms of resiliency — but Sewell Cushion Wheels are proven by actual cost figures to provide maximum resiliency at lowest cost per mile.

Bring down the cost of truck operation per year. Equip your trucks now with Sewell Cushion Wheels. Write now for the facts.

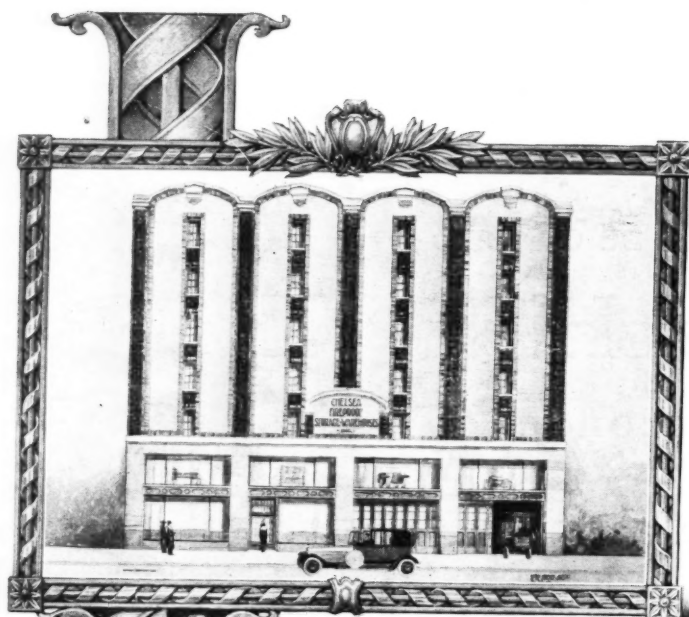


The Resiliency is built in the wheel

It is the Rubber Flange Construction of Sewell Wheels that DOUBLES the resiliency of the live rubber cushion through years of service.

It is this exclusive Rubber Flange Construction that gives Sewell Wheels the REQUIRED DEGREE of resiliency for FULL protection of truck and tires from road jars.

Equip your new trucks with Sewell Cushion Wheels and save money.



Chelsea Fireproof Storage
Warehouses, Inc., Mount
Vernon, N. Y.

Dietrich Wortmann,
Architect,
116 Lexington Ave.,
N. Y. City



Pass-Type Freight Elevator Doors

PEELE Pass-Type (Self-Sealing) Doors for freight elevator shafts are designed for buildings where very high doors are required. And because they are Underwriter's labelled, PEELE Pass-Type Doors reduce insurance rates and are not subject to the tax usually levied on unlabelled pass-type doors.

They possess the same features of regulation PEELE Doors whose efficiency and economical performance is evidenced by the increasing list of high-class buildings in which they are installed. They are truckable, counter-balanced and scientifically built to render long and efficient service. The merits of PEELE Doors are fully described in the PEELE Catalog. Write for a copy or consult a PEELE engineer on your freight elevator problems, without obligation.

THE PEELE COMPANY Brooklyn, N. Y.
Boston . Chicago . Cleveland . Philadelphia . and 12 other cities

PEELLE Freight Elevator **DOORS**
Counterbalanced-Truckable